

Smit Rana

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EXPERIENCE

Web Master | Westminster College Sep 2023 - Present

- Leading web projects and websites for multiple departments, utilizing technologies like Cascade, Apache, Velocity, JS, XSLT, JQuery and other technologies to build, maintain, and optimize high-performance scalable web pages.
- Developed and integrated various APIs, such as syncing data of thousands of constituents between databases and external services, to improve data accuracy, and streamline workflows.
- Achieved a 30% increase in traffic and organic growth by implementing in-house SEO strategies.
- Significantly improved website performance. Reduced load times by 80% by identifying and resolving bottlenecks, minimizing resource usage, and implementing code optimization to improve website speed, and responsiveness.
- Leveraged Google Analytics to generate reports, track KPIs, and drive data-driven decisions, optimizing marketing strategies, enhancing user experience, and increasing ROI. Collaborated with various departments, created documentation, ensured accessibility according to WCAG Standards, and generated reusable templates.

UX Designer (Contract) | Juice Reel Feb 2023 - Sep 2023

- Led the designing of a cutting-edge mobile data aggregation and data visualization app for iOS and Android platforms using Figma, focusing on user experience, maximizing user retention, and streamlining user flow
- Collaborated to gather requirements, conduct user research, and iterate designs based on feedback & style guide.
- Implemented user-centric design principles, resulting in a highly intuitive and visually appealing app interface that received over 1000 5-star reviews within the first couple of months.

Front-End Software Engineer and UI Designer | Algozenith Technologies Jan 2021 - June 2021

- Developed a new website from scratch, utilizing technologies such as ReactJS, NodeJS Angular, SCSS, Bootstrap, HTML, CSS, JavaScript, JSON, JQuery, and the MVC Framework, while implementing robust unit tests to ensure code quality and maintainability. This resulted in a new website design that increased user retention by 80%.
- Designed 30+ pages of wireframes, prototypes, high fidelity mockups & responsive interfaces in an agile environment using tools such as Adobe XD, Figma, Illustrator, & Photoshop. Mentored & trained a new intern and a teammate.
- Collaborated effectively with cross-functional teams, including participating in peer code reviews, sprint planning, and retrospectives, to ensure seamless integration of designs, front-end components, and timely project delivery.

SEO Analyst and Content Writer | Arcade Theory Aug 2020 - Dec 2020

- Increased website traffic by writing compelling video game reviews, implementing effective SEO techniques, and collaborating with the team to optimize content strategies based on data-driven insights and analytics.

EDUCATION

California State University Long Beach Jan 2021 - Dec 2022

Master of Science in Computer Science - 3.52/4 GPA

Coursework: Software Engineering, Computer Vision, Algorithms, Software Testing, Object Oriented Design & Analysis.

Gujarat Technological University Aug 2016 - Aug 2020

Bachelor of Engineer in Information Technology - 8.36/10 GPA

Coursework: Web Technology, Computer Architecture, Data Structures, Artificial Intelligence, Big Data Analysis.

SKILLS

Technical: JavaScript (ES6), C#, Python, Matlab, SQL, HTML, CSS, Git, Node JS, React JS, Vue, Cascade, Velocity, Redux, Angular JS, XML, JQuery, Bootstrap, Tailwind, Express JS, MongoDB, Material UI, AstroJS, Typescript.

Software and Services: AWS, Figma, Slate, MySQL, Adobe Creative Cloud Suite, WordPress, Webflow, Canva, PowerBI, Google Analytics and Search Console, Github, Drupal, Semrush, Confluence, Netlify, Unity.

PROJECTS

LED Product Manufacturers Website June 2024 - Sep 2024

- Built a high-performance, responsive, and modern website for an LED product manufacturer using Astro JS.

Video Streaming Website ([Github Link](#)) June 2020 - Nov 2020

- Developed a video streaming platform using React, Redux, and Google OAuth, incorporating a robust API for user data management and a user-friendly Bootstrap interface.

Picnic Place Review And Blogging Website ([Github Link](#)) Mar 2020 - May 2020

- Developed with Express.js, MongoDB, Passport JS, and front-end using Bootstrap, Material UI, and SCSS.