

Resume

Name: Apexa Patel

Email id: apexapatel0512@gmail.com

Phone: +91-8799067557

PROFESSIONAL:

- Over **6 years of professional experience** in **Shopify** and **WordPress** development, with a proven track record of delivering dynamic, high-quality websites and e-commerce solutions.
- Expert in **front-end technologies** including **HTML**, **CSS**, **JavaScript**, and **jQuery**, with a deep understanding of web standards and best practices.
- Proficient in creating **responsive and adaptive designs** using **Bootstrap**, ensuring seamless user experiences across various devices and screen sizes.
- Adept at **transforming design concepts** into fully functional and visually compelling websites, utilizing industry-leading tools such as **Figma**, **Adobe XD**, and **Adobe Photoshop**.
- Extensive experience in building and customizing **Shopify stores**, with a focus on enhancing functionality and optimizing performance to drive business success.
- Committed to maintaining **high standards of quality** and **usability** in all projects, with a keen eye for detail and a passion for creating exceptional user experiences.
- Dedicated to **continuous professional development**, staying current with **emerging technologies**, **design trends**, and **e-commerce strategies** to deliver innovative solutions.

Technical Qualifications/Skills List/ Core Competencies

Technologies & Framework	Shopify, WordPress, HTML, CSS, JavaScript, jQuery, Bootstrap, Tailwind CSS, SCSS
Tools & IDEs	Visual Studio Code, Sublime, Figma, Photoshop, Adobe Illustrator
Databases	MySQL
Project Management Tool	JIRA, Trello, Asana
Source Code Control	GitHub, Bitbucket

PROFESSIONAL EXPERIENCE

Project: <https://shopzibano.com/? ab=0& fd=0& sc=1>

Description: ShopZibano is a premium **e-commerce website** specializing in luxury jewelry and accessories. Built on the **Shopify** platform, the site offers a **modern and responsive design**, ensuring a seamless shopping experience across desktops, tablets, and mobile devices. Featuring intuitive navigation, secure payment processing, and visually stunning product displays, **ShopZibano** is crafted to maximize user engagement and drive sales. The site combines aesthetic appeal with functionality to deliver a high-quality, user-friendly experience that aligns with the brand's upscale image.

Role & Responsibilities:

- Designed and developed the **ShopZibano website** from concept to completion on **Shopify**.
- Created a **responsive design** that delivers a consistent and engaging user experience across desktop and mobile devices.
- Implemented **custom Shopify functionalities** to meet specific client needs and improve site usability.
- Integrated **secure payment gateways** and third-party applications, ensuring smooth transaction processes.
- Conducted extensive **testing and quality assurance** to ensure the website's functionality, performance, and security.

Technologies Used: Shopify, HTML, CSS, JavaScript, Liquid, Bootstrap

Project: <https://ryebeauty.com/>

Description: Rye Beauty is a sophisticated **e-commerce platform** specializing in luxury skincare and beauty products. Powered by **Shopify**, the site boasts a modern, **responsive design** that ensures a seamless user experience across all devices. With secure **payment gateways**, visually appealing product displays, and intuitive navigation, **Rye Beauty** offers a sophisticated online shopping environment for discerning customers seeking top-tier skincare solutions. Our platform prioritizes user-friendly features and robust backend functionality, supporting a wide range of products with efficient order management and customer service tools. **Rye Beauty** strives to exceed expectations in both product quality and online shopping experience.

Role & Responsibilities:

- Developed and customized **Rye Beauty's Shopify website** to align with brand aesthetics and functionality.
- Implemented **responsive design techniques** to optimize user experience on various devices.
- Integrated **custom Shopify apps and features** to enhance site performance and user engagement.
- Managed **third-party integrations** for shipping, payment gateways, and analytics.
- Conducted **comprehensive testing** to ensure site reliability, security, and performance.

Technologies Used: Shopify, HTML, CSS, JavaScript, Liquid, Bootstrap

Project: <https://toleofficial.com/>

Description: **Tole Official** is a sophisticated **e-commerce platform** specializing in modern fashion and accessories. Built on **Shopify**, the site showcases a **minimalistic design** that emphasizes product aesthetics and enhances user experience on desktop and mobile devices alike. With robust **payment security**, streamlined checkout processes, and intuitive navigation, **Tole Official** offers a seamless shopping experience for fashion enthusiasts. The platform emphasizes a curated selection of stylish, high-quality apparel, catering to individuals seeking contemporary trends with a focus on elegance and functionality.

Role & Responsibilities:

- Led **front-end development** and customization of Tole Official's Shopify storefront.
- Implemented **custom Shopify themes and apps** to enhance site functionality.
- Managed **product catalogue updates** and **inventory management** for accuracy.
- Conducted **performance optimization** to improve site speed and responsiveness.
- Collaborated closely with **marketing teams** on digital strategy and campaign execution.

Technologies Used: Shopify, HTML, CSS, JavaScript, Liquid, Bootstrap

Project: <https://uat.datanextstep.com/>

Description: **UAT.Datanextstep.com** is a robust **WordPress** platform designed for managing user acceptance testing (UAT) processes efficiently. The site features a **secure login system** for authorized access, facilitating collaboration among stakeholders. With **customizable forms** and **workflow management**, UAT.Datanextstep.com streamlines testing procedures, ensuring clear communication and documentation. The site's **responsive design** allows seamless use across devices, optimizing user experience during testing phases.

Role & Responsibilities:

- **Customized and developed** WordPress theme to meet client specifications for UAT management.
- **Integrated and configured** plugins such as Gravity Forms for customizable form creation.
- **Implemented user authentication** and **access control** features for secure login functionality.
- **Optimized site performance** and **security** through caching, SSL implementation, and regular updates.
- **Provided ongoing maintenance** and **technical support** to ensure smooth operation and data integrity.

Technologies Used: WordPress, HTML, CSS, JavaScript, MySQL, Responsive Design, SSL, Security Plugins.

Project: <https://cambridgeinfotech.io/>

Description: **CambridgeInfotech.io** is a comprehensive **WordPress** website showcasing educational services offered by Cambridge Infotech. The site features a **modern and user-friendly design** that highlights courses, certifications, and training programs. With **integrated contact forms** and **interactive course listings**, CambridgeInfotech.io provides prospective students with easy access to information and enrollment options.

The site's **responsive layout** ensures optimal viewing on various devices, enhancing user experience across desktops, tablets, and smartphones.

Role & Responsibilities:

- **Customized and developed** WordPress theme to reflect Cambridge Infotech's branding and educational offerings.
- **Integrated and configured** plugins such as Contact Form 7 for seamless communication and lead generation.
- **Optimized site performance and speed** through caching and image optimization techniques.
- **Managed content updates and SEO best practices** to improve search engine visibility and user engagement.
- **Provided ongoing maintenance and support** to ensure site functionality and security.

Technologies Used: WordPress, HTML, CSS, JavaScript, MySQL, Responsive Design, Contact Form 7, SEO Plugins, Caching Plugins.