

PRITESH V BHAVSAR

Software Engineer • Frontend Developer • UI/UX Engineer

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PROFESSIONAL SUMMARY

Results-driven Frontend Developer with 10+ years of experience building high-performance, accessible, and responsive web applications. Proven track record delivering end-to-end UI solutions for global enterprise clients (Nestlé, P&G, Kellogg's, Mondelez) across loyalty, e-commerce, and marketing platforms. Skilled in Vue.js, React, Next.js and modern CSS frameworks with a strong eye for user-centered design and conversion-focused interfaces.

TECHNICAL SKILLS

Frontend: HTML5, CSS3, Vue.js, React, Next.js, Node.js, JavaScript (ES6+), TypeScript

Styling & UI: Tailwind CSS, Bootstrap, Sass/SCSS, Responsive Design, Mobile-First

UI/UX & Design: Figma, Adobe Photoshop, PSD-to-HTML, Wireframing, WCAG Accessibility

CMS & Platforms: WordPress, Joomla, Headless CMS

Performance: Core Web Vitals, Lazy Loading, Code Splitting, SEO Optimization

Tools & DevOps: Git, GitHub, VS Code, Cursor AI, FileZilla, REST APIs

Testing: Cross-browser Testing, Responsive QA, BrowserStack

PROFESSIONAL EXPERIENCE

Snipp Interactive Pvt. Ltd. | *UI/UX Developer* → *Software Engineer* • Mar 2021 – Present • Promoted

- Architected and delivered 20+ loyalty campaign microsities for Fortune 500 brands including Nestlé, Kellogg's, P&G, Jim Beam, Duracell, and Mondelez, supporting campaigns across North America and Asia-Pacific.
- Engineered multilingual, multi-locale web experiences supporting 5+ languages, reducing localization QA cycles by 30% through reusable component architecture.
- Owned full project lifecycle — from PM requirement gathering and PSD interpretation to final delivery — for 10–15 concurrent campaigns per quarter.
- Implemented responsive, mobile-first interfaces achieving consistent 90+ Google Lighthouse performance scores across campaign portals.
- Collaborated cross-functionally with PMs, designers, and QA teams to streamline delivery pipelines, reducing average turnaround time by 25%.
- Introduced component reuse patterns in Vue.js / React that cut per-project development time by an estimated 20%.
- Developed and maintained an extensive Vue.js component library — including forms, modals, carousels, and locale-aware UI elements — underpinning all campaign microsite builds and significantly reducing scaffold-to-launch time.
- Implemented and maintained CI/CD pipelines on Azure DevOps, automating build, test, and deployment workflows; managed version control and branching strategies using Git to ensure reliable, conflict-free releases across concurrent campaigns.

Revgro Media Solutions Pvt. Ltd. | *Senior Web Developer* • Sep 2020 – Feb 2021

- Spearheaded client-facing web projects from discovery to deployment, managing end-to-end delivery for 5+ digital marketing platforms.
- Translated complex PSDs and brand guidelines into pixel-perfect, cross-browser-compatible HTML/CSS/JS interfaces with zero accessibility regressions.
- Streamlined client communication and feedback loops, reducing revision cycles by 40% through structured requirement documentation.

Crimson Interactive | *Associate Website Developer* • Jul 2016 – Oct 2019

- Developed and maintained 30+ multilingual academic and professional services websites (enago.com, ulatus.com, voxtab.com and regional variants) serving global audiences across Japan, South Korea, and China.
- Built responsive HTML email newsletters using Dreamweaver and Photoshop, improving campaign CTR by supporting consistent rendering across 10+ email clients.
- Resolved cross-browser compatibility issues across IE, Firefox, Chrome, and Safari, ensuring 99% render consistency for all production pages.
- Executed end-to-end campaign builds encompassing landing pages, promotional web pages, and e-mailers for 15+ marketing campaigns annually.

Velocity Consultancy | *Website Developer* • Aug 2014 – May 2016

- Delivered 20+ client websites using WordPress and Joomla CMS, customizing themes and plugins to match client-specific business requirements.
- Built cross-browser-compatible HTML/CSS pages from client-provided PSDs, maintaining brand consistency across all digital touchpoints.
- Authored HTML email newsletters with Photoshop-sliced assets, supporting recurring digital marketing campaigns.
- Provided technical support and mentorship to team members on CMS functionalities, improving team delivery velocity.

KEY PROJECTS

Loyalty Campaign Microsite Suite — Snipp Interactive

Problem: Enterprise clients needed rapidly deployed, multilingual promotional microsites with short turnaround windows and multi-region legal compliance.

Solution: Built a reusable Vue.js / React component library for campaign UIs, enabling rapid scaffold-to-launch for each brand. Integrated multilingual content via i18n with locale-aware routing.

Tech: React, Vue.js, Tailwind CSS, JavaScript, REST APIs, Git

Impact: Reduced per-campaign build time by ~20%; delivered 20+ campaigns for brands including Nestlé, Kellogg's, P&G, Duracell, and Mondelez with 100% on-time delivery.

Multilingual Academic Services Platform — Crimson Interactive

Problem: Global academic editing firm required localized web presence across Japan, South Korea, China, and US, each with unique content and UX conventions.

Solution: Developed and maintained 10+ regional site variants (enago.com, enago.jp, enago.cn, enago.co.kr, ulatus.com, voxtab.com) with locale-specific layouts and SEO optimization.

Tech: HTML5, CSS3, JavaScript, Photoshop, CMS, Cross-browser QA

Impact: Supported global user acquisition strategy across 5 languages; zero critical production regressions during 3-year tenure.

EDUCATION

Bachelor of Engineering in Information Technology (B.E.I.T) | K.J. Somaiya College of Engineering, Mumbai | 2009 – 2013

PORTFOLIO & LINKS

Portfolio: priteshb.vaudly.in

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