

Vishal Vishwakarma

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Conversion Rate Optimization (CRO) specialist dedicated to crafting captivating, high-converting user experiences. Expertise in A/B testing, web application optimization, and data-driven decision-making to boost conversion rates and deliver exceptional results.

EXPERIENCE

Thomson Reuters | Testing & Optimization Specialist

July 2023 - Now

- Managed end-to-end A/B testing processes, including development, implementation, and analysis of tests.
- Designed testing strategies and interpreted results to drive data-driven decisions.
- Generated comprehensive reports to optimize performance and enhance business outcomes.

Tata Consultancy Services | Assistant System Engineer

July 2022 - June 2023

- Deployed and maintained digital healthcare services as a full-stack developer, focusing on both frontend and backend development.
- Strengthened delivery system integration using Shiprocket and modernized multi-user login systems.

Optiphoenix Xperts Private Limited | Frontend Developer

Sep 2021 - July 2022

- Conducted A/B testing to reduce friction on websites and increase conversion rates.
- Collaborated with industry-leading clients, including Canon, Woolworths, and Russell & Bromley.
- Proficiently utilized HTML, CSS, JavaScript, and jQuery for web development.

Champion Semiconductor LLP | Web Developer

Feb 2021 - Sep 2021

- Delivered responsive and visually appealing web designs.
- Developed customer-friendly interfaces using advanced coding techniques.

SKILLS

Specialized Expertise: Conversion Funnel Optimization, Landing Page Optimization

A/B Testing Tools: VWO, Adobe Target, Convert

Analytics Platforms: GA4, Adobe Analytics, GTM

Web Technologies: JavaScript, jQuery, HTML, CSS, NextJS, MySQL, Prisma, Supabase

Platforms & Tools: Figma, Shopify, Wordpress

PROJECTS

PCB Magic (E-commerce Web App)

- Integrated payment gateways (Paytm, Razorpay, Instamojo) and SMS notification features.
- Strengthened delivery systems using Shiprocket.
- Technologies: HTML, CSS, Bootstrap, JavaScript, jQuery, PHP, MySQL.

Online Notepad

- Designed an online notepad for code sharing using Ace Editor API.

EDUCATION

BBDNITM, INDIA

2016 – 2021

Bachelor of Technology in Computer Science

Janki devi Inter college

2015 – 2016

12th class

Certifications and Awards

JavaScript Bronze Badge - HackerRank

On the Spot Award - TCS GEMS (January 2023)

Xcelerate Warrior Award - TCS (December 2022)

Recommendation

*“What distinguishes Vishal is not only his technical aptitude but also his unwavering work ethic and commitment to excellence.” - **Dan Humiston (CRO Manager @ Thomsonreuters)***

*“I found Vishal to be hardworking and always giving his best.” - **Theunis Stoffberg (CRO Manager @ AWA)***

*“Vishal has a good knowledge of web development and developing tests for a CRO programme. He’s able to communicate with stakeholders well and solve complex issues.” - **Nina Fernandes (CRO)***