

# MOHIT RAJPUT

UI Developer | UX Designer | Email Specialist | Personalization Specialist  
+919997444338 • rajput.mohit.veer@gmail.com • <https://www.linkedin.com/in/mohit-veer/> • Aligarh

## Summary

I'm Mohit Rajput, a dedicated UI Developer with nearly four years of experience. I'm passionate about creating seamless user experiences that bridge the gap between design and functionality. With a strong foundation in UI/UX design and UI Development, I specialize in transforming design concepts into captivating interfaces, including Email Design.

My expertise extends to Salesforce technologies, where I've customized applications using CSS within Salesforce Vlocity, enabling personalized marketing campaigns with Salesforce Marketing Cloud. I thrive on crafting visually appealing interfaces using Lightning Web Components, Front-End Development techniques, and the latest web technologies, including HTML5 and CSS.

I'm well-versed in transforming UX/UI Design to HTML, leveraging Shopify for e-commerce, and building responsive designs using CSS and its libraries. My JavaScript proficiency extends to React JS and Vue.js, enabling me to create interactive and dynamic web applications.

## Skills

Salesforce Skills:

Salesforce Vlocity · Salesforce Marketing Cloud · SF Marketing Cloud Personalization · Lightning Design System · Lightning Web Components

Front-End: HTML · CSS · JQuery · JavaScript · Wireframe mockups · HTML Emails · React JS

UI Design: Figma · Adobe XD · Photopea

Development Methodologies: Agile · Waterfall

## Experience

Silverline

Bengaluru

UI Developer

08/2022 - Present

Silverline is a Salesforce Partner providing solutions across the Healthcare, Financial Services, and Media industries

- In my current role, I seamlessly collaborate with cross-functional teams to prioritize user experience in interface design. I utilize UX/UI tools and Figma to create visually captivating interfaces aligned with brand identity. Additionally, I excel in developing responsive HTML emails for impeccable deliverability.

My responsibilities extend to customizing Salesforce applications using Salesforce Vlocity to enhance user experiences. I execute precisely targeted marketing campaigns through Salesforce Marketing Cloud, harnessing Interaction Studio for insightful user behavior analysis.

I also play a crucial role in creating Lightning Web Components (LWC) to enhance Salesforce applications and ensure their seamless integration within existing Salesforce environments. Implementing front-end development best practices, I deliver responsive and accessible interfaces.

My commitment to quality leads me to conduct rigorous testing and meticulous debugging to uphold functional UI components. Collaborating closely with designers, product managers, and fellow developers, I effectively translate design concepts into functional UI components.

DJT Corporation & Investments Pvt. Ltd

Noida

UI Developer

11/2021 - 05/2022

DJT Corporation & Investments Pvt. Ltd. has promoted businesses in Retail, Insurance Broking and Financial Services

- My work here involved gathering UX/UI design screens from the designer team and converting these designs to HTML consumable assets like images, icons, text, and specification files. I also worked on the icon and image files to CSS sprite images. These elements altogether were then used to construct the HTML architecture for the designed screen and styled using CSS and these style snippets were further made shareable using SCSS. Furthermore, these layouts were made device-friendly using RWD-oriented CSS features and extensive use of Bootstrap4 for the same purposes as well as for advanced functional widgets to be included in the components like the carousel, accordion, toast messages, alerts, etc.

Additionally, I embarked on an individual project to develop an e-commerce platform using Shopify. In this project, I diligently added all required functionalities. To expand the project's reach, I extended it into Android and iOS webview applications, making it accessible to a broader audience. I also designed emails, which were then converted into HTML templates. These HTML templates were instrumental in our marketing efforts, enabling us to reach our target audience and drive engagement effectively.

## Experience

---

Escade Technologies

Aligarh

Front End Developer

01/2021 - 10/2021

Company Description

- In my past experience, I used HTML, JavaScript, and CSS to transform conceptual ideas into fully functional interfaces. My responsibilities included the development and maintenance of user interfaces, along with the implementation of designs for mobile websites.

I actively managed software workflows, addressing issues such as bug fixes and usability testing to ensure a seamless user experience. My focus extended to optimizing web design for smartphones, enhancing accessibility and responsiveness.

Moreover, I had the responsibility of translating UI/UX designs into interactive prototypes, bringing designs to life with exceptional user interactions. Additionally, I was involved in designing new features and maintaining existing ones, contributing to the continuous improvement of the product.

## Education

---

Arunachal University Of Studies

Master of Computer Applications, Computer Science

2021 - 2023

Gagan College of Management & Technology

Bachelor of Computer Applications, Computer Science

2018 - 2021

## Courses & Certificates

---

Salesforce Certified OmniStudio Consultant - Jan '23, Does not expire

Salesforce Certified OmniStudio Developer - Jan '23, Does not expire

Marketing Cloud Personalization Accredited Professional - Feb '23 to Feb '25

Salesforce Certified Marketing Cloud Email Specialist - Apr '23, Does not expire

Salesforce Certified Marketing Cloud Developer - Sep '23, Does not expire