

MOHIT RAJPUT

UI Developer | Salesforce UX Designer/Developer | Salesforce Marketing Cloud Specialist
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PROFESSIONAL SUMMARY

- **A competent professional with over 4 years of experience in UI development and specializing in Salesforce Marketing Cloud & Salesforce Vlocity, with 2 years of experience** focusing on seamless design and functionality integration.
- Proficient in creating **intuitive and visually appealing user interfaces (UI)** for web and mobile applications.
- Expertise in designing **eye-catching and responsive email templates** for marketing campaigns, newsletters, and communication purposes.
- **Proficient in frontend development technologies** such as HTML, CSS, JavaScript, and frameworks like React.js.
- **Experienced in designing responsive web interfaces** and email templates that adapt seamlessly to various devices and screen sizes.
- **Analyze user feedback, engagement metrics, and A/B test results** to iterate and optimize UI designs, email templates, and marketing campaigns for better performance and results.
- Proficient in **gathering client's requirements**; developing design briefs that suit the client's purpose as well as keeping up-to-date with emerging technologies.
- Experienced in managing **on-shore and offshore** teams, fostering collaboration and maximizing productivity.
- Experience in **cross-browser compatibility and performance optimization**, ensuring seamless functionality across diverse devices and platforms.
- Passionate about **staying updated with the latest industry trends** and technologies, continuously enhancing skill sets and incorporating best practices.
- Leveraged hands-on experience with **Salesforce deployments**, leveraging services like Gearset.
- Experience with **user research and testing**, gathering insights and feedback to iterate and improve design solutions effectively.
- Excellent **collaboration and communication skills**, working closely with cross-functional teams, stakeholders, and end-users to deliver innovative and **effective Salesforce solutions**.
- Demonstrated excellence in **mapping new opportunities to create better user experiences** and working on aesthetically pleasing branding strategies to help the brand in effectively reaching more customers.
- **Possess techno-functional experience**, bridging the gap between technical requirements and business objectives to drive successful project outcomes.

TECHNICAL SKILLS

- **Front End:** HTML5, CSS/SCSS, Bootstrap, JavaScript, JQuery, Ajax, DOM & React JS
- **IDE:** Visual Studio Code, Atom, Sublime, Notepad++, Git & GitHub, Postman, Gearset, Filezilla & JIRA
- **Salesforce:** Salesforce Vlocity/Omnistudio, Lightning Design System, Lightning Web Components(LWC) & UX Design
- **Salesforce Marketing Cloud:** Users & Roles, Profiles, FTP, Email Studio/Dynamic Content, Ampscript, Marketing Cloud Setup, Cloud Pages, Data Extensions, Content Builder, Journey Builder, Automation Studio & Marketing Cloud Personalization
- **CMS Tools:** Shopify
- **Designing Tools:** Figma & Adobe XD
- **Development Methodologies:** Agile & Waterfall

SKILLS

- | | | |
|-------------------------------|--|----------------------------------|
| • User Experience Design | • Technology-Driven Growth Initiatives | • Cross-Functional Collaboration |
| • User Interface Optimization | • Quality Assurance and Testing | • Responsive Web Design |
| • Email Design Strategies | • Front-End Development | • Salesforce Deployments |
| • User Research Testing | • Business Objective Alignment | • Salesforce Design System |
| • Performance Optimization | | |

EXPERIENCE

Wipro, Greater Noida
Consultant

September 2024 - Present

Responsibilities:

- Collaborating seamlessly with cross-functional teams to prioritize user experience in interface design.
- Utilizing UX/UI tools and Figma to craft visually captivating interfaces aligned with brand identity.
- Develop responsive HTML emails, ensuring flawless deliverability across email clients.
- Customizing Salesforce applications to enhance user experiences and optimize usability.
- Conduct UI development and enhancements using Lightning Web Components (LWC) and Lightning Web Runtime (LWR), achieving a 40% increase in UI customization and usability.
- Implementing front-end development best practices to deliver responsive and accessible interfaces.
- Ensuring UI solutions meet high standards of accessibility, responsiveness, and alignment with business goals, delivering an optimal user experience.
- Conducting thorough testing and debugging to maintain high-quality UI components, ensuring functional and aesthetic standards are met.

Salesforce Vlocity Projects:

- **American Honda:** Developed and optimized the UI for the American Honda Customer Portal using Salesforce LWC and LWR, enhancing customization and usability by 40% while ensuring a seamless, responsive, and accessible user experience. Led UI development efforts to improve platform stability and performance, successfully resolving 300+ UI bugs independently with zero re-openings or escalations. Delivered high-quality UI solutions aligned with Honda's brand standards and business goals, earning positive stakeholder feedback.
- **Saint James Place:** Currently working on the UI development for Saint James's Place (SJP) using Salesforce LWC, LWR, and SLDS design tokens and utility classes to ensure a consistent, scalable, and brand-aligned interface. Focused on enhancing user experience, accessibility, and responsiveness while adhering to Salesforce's standard design framework. Collaborating with cross-functional teams to optimize UI performance and maintainability without custom styling.

Achievements:

- **Received the Circle of Excellence** award from the client for independently resolving 300+ UI bugs with zero escalations or re-openings, delivering a stable and high-quality UI within a short timeframe.

Mphasis Silverline, Bengaluru
UI Developer

August 2022 - September 2024

Responsibilities:

- Collaborating seamlessly with cross-functional teams to prioritize user experience in interface design.
- Utilizing UX/UI tools and Figma to craft visually captivating interfaces aligned with brand identity.
- Developing responsive HTML emails for impeccable deliverability.
- Customizing Salesforce applications using Salesforce Vlocity to enhance user experiences.
- Executing precisely targeted marketing campaigns through Salesforce Marketing Cloud, leveraging Interaction Studio for insightful user behavior analysis.
- Creating Lightning Web Components (LWC) to enhance Salesforce applications and ensure seamless integration within existing environments.
- Implementing front-end development best practices to deliver responsive and accessible interfaces.
- Configuring and optimizing Salesforce Marketing Cloud, fine-tuning users, roles, profiles, and email services.
- Conducting rigorous testing and meticulous debugging to uphold functional UI components.
- Collaborating closely with designers, product managers, and fellow developers to translate design concepts into functional UI components.

Salesforce Vlocity Projects:

- **Republic Finance:** Applied expertise in UX design and UI development, including Lightning Web Components, Salesforce Vlocity, Flex Cards, and OmniScripts for Salesforce applications. Delivered intuitive interfaces that optimized user experience and streamlined processes, garnering top rewards and stakeholder appreciation.
- **Arvest Bank:** Utilized skills in UX design and UI development, including Lightning Web Components, Salesforce Vlocity, Flex Cards, and OmniScripts for Salesforce applications. Crafted intuitive interfaces that exceeded expectations, earning top rewards and special acknowledgment.
- **Wealth Enhancement Group:** Applied expertise in UX design and UI development, including Lightning Web Components, Salesforce Vlocity, Flex Cards, and OmniScripts to create impactful solutions. Contributed to project success by delivering interfaces aligned with stakeholder needs.
- **Peoples Bank:** Applied skills in UX design, UI development, and Salesforce technologies to deliver impactful solutions. Recognized by stakeholders for effective solutions that enhanced user experience and aligned with project goals.

- **Foundry:** Played a pivotal role in developing accelerators using expertise in UX design, development, Lightning Web Components, Salesforce Velocity, Flex Cards, and OmniScripts. Made presentations to showcase offerings and effectively communicated value proposition to potential clients.

Salesforce Marketing Cloud Projects:

- **Teledoc:** Guiding the team and leading initiatives for successful project completion.
- **Five Star Bank:** Led various initiatives in Marketing Cloud project, including email creation, campaign management, A/B testing, user profile maintenance, and personalization. Devised comprehensive strategies to boost customer engagement and drive conversions.
- **Beat Port:** Managed sitemap with JavaScript, HTML & CSS, Web Campaigns, Email Templates, Content Blocks, Landing Pages & Cloud Pages, and Testing emails using Litmus.

Achievements:

- **Received various accolades**, including Measure of Excellence, Circle of Excellence, You Rock awards, and appreciations, as well as Callouts during standups, from stakeholders, clients, and project managers.

DJT Corporation & Investments Pvt. Ltd., Noida
UI Developer

Nov 2021 – May 2022

Responsibilities:

- Gathered UX/UI design screens and converted them into HTML assets, including images, icons, text, and specification files.
- Led the optimization of icon and image files into CSS sprite images, constructing HTML architecture styled through CSS.
- Organized style snippets using SCSS to enhance collaboration.
- Implemented responsive layouts using RWD-oriented CSS features and extensively leveraged Bootstrap 4.
- Integrated advanced functional widgets such as carousels, accordions, toast messages, and alerts into components to enrich user experience.
- Developed an e-commerce platform using Shopify, diligently incorporating all necessary functionalities.
- Extended the platform to Android and iOS webview applications to broaden accessibility.
- Designed email templates, later transformed into HTML templates, crucial for marketing strategy and effective engagement with the target audience.
- Drove overall brand awareness and customer interaction through email templates.
- Liaising with Design, Development, Marketing Research, and other teams to develop user-centered features.
- Creating and maintaining user-friendly web interfaces using HTML5, CSS3, and JavaScript.
- Ensuring websites and applications are fully responsive and optimized for various devices.
- Working closely with UI/UX designers to transform wireframes and mockups into interactive web applications.
- Enhancing web application performance for speed and scalability.
- Engaging in Agile/Scrum/Waterfall methodologies to deliver high-quality software iteratively.
- Building maintainable and scalable codebases through component-based architecture
- Communicating effectively with team members and stakeholders to ensure project alignment and success.

Projects:

- **House of Believe:** Crafted Believe's online store from the ground up, leveraging expertise in UX design and development. Designed every aspect of the website to enhance user interaction and drive conversions, resulting in successful launch and stakeholder applause.
- **DJT Website:** Contributed to website development using React.js, HTML, SCSS, JavaScript, and Git. Crafted dynamic and visually appealing user interfaces, enhanced site functionality, and facilitated seamless collaboration among team members.
- **Deerika:** Developed dashboard for Android and iOS application using Node.js, React.js, APIs, SCSS, JavaScript, and Git. Built robust and user-friendly interface, ensuring seamless communication between dashboard and backend systems.
- **Smart Cart:** Worked on Smart Cart system for stores, creating interface using HTML, SCSS, JavaScript, and jQuery. Crafted user-friendly interface that streamlined product scanning and checkout processes, improving efficiency and customer satisfaction.

Achievements:

- **Earned appreciation** from **MD & Stakeholders** for outstanding work on the House of Believe & DJT website.

Responsibilities:

- Utilized HTML, JavaScript, and CSS to translate conceptual ideas into fully functional interfaces in past experience.
- Developed and maintained user interfaces, implementing designs for mobile websites.
- Actively managed software workflows, addressing issues like bug fixes and conducting usability testing for a seamless user experience.
- Focused on optimizing web design for smartphones, improving accessibility and responsiveness.
- Translated UI/UX designs into interactive prototypes, enhancing user interactions.
- Designed new features and maintained existing ones, contributing to continuous product improvement.

CERTIFICATIONS

- Salesforce Certified OmniStudio Consultant - Jan '23
- Salesforce Certified OmniStudio Developer - Jan '23
- Marketing Cloud Personalization Accredited Professional - Feb '23 to Feb '25
- Salesforce Certified Marketing Cloud Email Specialist - Apr '23
- Salesforce Certified Marketing Cloud Developer - Sep '23
- Salesforce Certified Associate - Oct '23
- Salesforce Certified User Experience Designer - Nov '23
- Salesforce Certified AI Associate - Dec '24

TRAILHEAD SUPERBADGES

- Lightning Web Components Specialist
- User Experience Superbadge

EDUCATION

Arunachal University of Studies

Masters of Computer Applications, Computer Science 2021 - 2023

Gagan College of Management & Technology

Bachelors of Computer Applications, Computer Science 2018 - 2021