

# MOHIT RAJPUT

Salesforce UI Developer

- +91-9997444338 • [rajput.mohit.veer@gmail.com](mailto:rajput.mohit.veer@gmail.com) • <https://www.linkedin.com/in/mohit-veer/>
- <https://www.salesforce.com/trailblazer/mrajputsl> • <https://mohitveer.netlify.app/>

## PROFESSIONAL SUMMARY

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Salesforce UI Developer with **5+ years** of experience delivering scalable Lightning Web Components (LWC), Apex, UI Customization of OmniStudio (Vlocity), and Salesforce Marketing Cloud solutions across all domains in Salesforce.

Reduced LWC portal load time by **~50%**, accelerated delivery cycles by **35%**, and resolved **300+** production defects within SLA timelines while contributing to a sustained **4.5/5 CSAT score**.

Experienced in Experience Cloud implementations, CI/CD deployments (Git, Gearset, SFDX), accessibility compliance (WCAG 2.1), and performance optimization through imperative Apex and reusable component architecture.

## TECHNICAL SKILLS

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- **Salesforce:** Lightning Web Components(LWC), Apex, SOQL, UI Customization of Salesforce Vlocity/Omnistudio, Salesforce Lightning Design System(SLDS), Governor Limits & UX Design
- **Front End:** HTML5, CSS/SCSS, Bootstrap, SLDS, JavaScript, JQuery, Ajax, DOM, WCAG 2.1 AA
- **IDE:** Visual Studio Code, Sublime, Notepad++, Git & GitHub, Postman, Gearset, FileZilla, JIRA & Confluence
- **Salesforce Marketing Cloud:** Users & Roles, Profiles, Email Studio/Dynamic Content, Ampscript, Marketing Cloud Setup, Cloud Pages, Data Extensions & Marketing Cloud Personalization (Interaction Studio)
- **Designing Tools:** Figma & Adobe XD
- **Development Methodologies:** Agile & Waterfall

## EXPERIENCE

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**Wipro, Greater Noida**  
**Salesforce UI Consultant**

**September 2024 - Present**

Design and enhance Salesforce Experience Cloud and OmniStudio solutions using Lightning Web Components (LWC), Aura Components, Visualforce, Apex, and Lightning Web Runtime (LWR), focusing on performance optimization, reusable architecture, and production stability.

### Key Responsibilities:

- Reduced LWC portal load time from **~3.2 seconds** to **1.5 seconds (~50% improvement)** by minimizing Apex server round-trips, implementing **@AuraEnabled(cacheable=true)** methods, optimizing reactive properties, and reducing unnecessary DOM re-renders.
- Accelerated feature delivery cycles from an average **10-day** turnaround to **6-7 days (~35% faster)** by designing reusable component libraries and enforcing standardized SLDS-based UI patterns.
- Actively participated in peer code reviews, enforcing LWC best practices, governor limit considerations, Apex optimization patterns, and maintainable component architecture.
- Refactored legacy Aura and Visualforce components into a modular LWC-based architecture, reducing technical debt and improving maintainability.
- Implemented Apex controllers to structure Salesforce data efficiently for dynamic UI rendering across Experience Cloud pages.
- Conducted regression testing and root cause analysis for production issues, reducing recurring UI defects through refactoring and preventive optimization.
- Implemented imperative Apex calls with debouncing techniques in Lightning Web Components to control server requests, prevent redundant API calls during rapid user input, and improve UI responsiveness under high user load.
- Followed CI/CD best practices using version control (**Git**), structured pull request reviews, and deployment pipelines (**Gearset/SFDX**) to ensure stable and traceable releases across sandboxes and production.
- Strengthened **WCAG 2.1 AA** accessibility compliance across Salesforce UI components by improving keyboard navigation, semantic HTML, and screen-reader compatibility, contributing to high-quality, defect-free releases and maintaining a **4.5/5 CSAT** score through effective stakeholder collaboration.

## Projects:

### American Honda (Experience Cloud – Commerce Portal), Saint James's Place (Experience Cloud – Financial Services)

**Achievements:** Awarded Circle of Excellence for independently resolving high-impact production defects and improving platform stability.

Mphasis Silverline, Bengaluru  
UI Developer

August 2022 - September 2024

Delivered UI engineering solutions across Salesforce Financial Services Cloud, Health Cloud, Experience Cloud, OmniStudio (Vlocity), and Marketing Cloud implementations for enterprise clients.

### Salesforce Vlocity Projects: Republic Finance, Arvest Bank, Wealth Enhancement Group, Peoples Bank, Foundry

- Customized and enhanced Lightning Web Components (LWC), FlexCards, and OmniScripts across Financial Services and Health Cloud implementations.
- Designed reusable UI frameworks to support Experience Cloud portals and OmniStudio-driven workflows.
- Optimized multi-step OmniScript processes to streamline user journeys and reduce workflow friction.
- Applied SLDS styling and responsive design standards to maintain cross-cloud UI consistency.
- Contributed to accelerator development (Foundry), reducing implementation timelines by ~35% and supporting pre-sales demonstrations.
- Collaborated across solution architects and domain consultants to align UI customization with Financial Services and Health Cloud data models.

### Salesforce Marketing Cloud Projects: Teledoc, Five Star Bank, Beatport, & Pre-Sales

- Developed responsive, dynamic email templates using AMPscript, Content Builder, and Cloud Pages.
- Managed Journey Builder workflows, Data Extensions, and audience segmentation strategies.
- Maintained **user profiles, data extensions**, and ensured accurate targeting across campaigns.
- Created and optimized **landing pages and cloud pages** to strengthen lead capture and customer interaction.
- Used **Litmus** to validate email rendering across Outlook, Gmail, Yahoo, Apple Mail, and mobile clients.
- Delivered pre-sales solution demonstrations for Marketing Cloud Personalization (Interaction Studio), showcasing real-time behavioral targeting and dynamic content use cases.
- Managed **sitemaps and web assets** using HTML, CSS, and JavaScript to support larger multi-channel campaigns.

## 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

November 2021 – May 2022

## Responsibilities:

- 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 the user experience.
- Developed an e-commerce platform using Shopify, diligently incorporating all necessary functionalities.
- Drove overall brand awareness and customer interaction through email templates.

## Projects: House of Believe, Deerika, Smart Cart

## Achievements:

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

Escade Technologies, Aligarh  
Front End Developer

January 2021 – October 2021

## Responsibilities:

- Utilized HTML, JavaScript, and CSS to translate conceptual ideas into fully functional interfaces in past experience.

- Enhanced 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.

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## CERTIFICATIONS

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- Salesforce Certified OmniStudio Consultant - Jan '23
- Salesforce Certified OmniStudio Developer - Jan '23
- Marketing Cloud Personalization Accredited Professional - Feb '23
- 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

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## TRAILHEAD SUPERBADGES

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- Lightning Web Components Specialist
- User Experience Superbadge
- Record-Triggered Flow

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## EDUCATION

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### **Arunachal University of Studies**

Master's of Computer Applications, Computer Science 2021 - 2023(Distance)

### **Gagan College of Management & Technology**

Bachelor's of Computer Applications, Computer Science 2018 - 2021