

ABHINAV JAIN

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Summary

Full-stack Web Developer, UX Researcher, and SEO Strategist with 5+ years of experience crafting accessible, user-centred digital solutions. Skilled in building scalable web applications, conducting UX research, and driving organic growth through technical SEO. Winner of Algonquin College's Applied Research Showcase, with work featured by Elementor, Orpetron, and Best CSS.

Skills

- **Web Development:** HTML, CSS/SCSS, JavaScript, TypeScript, PHP, Laravel, Node.js, Astro JS, Express, MySQL, NoSQL, REST APIs, Git, Docker, Linux, AWS
- **Frontend Frameworks:** React.js, Vue.js, jQuery, Tailwind CSS, Bootstrap, GSAP
- **UX Research & Design:** User Interviews, Persona Building, A/B Testing, Usability Audits, Accessibility (WCAG, AODA), Figma, Adobe XD, Miro, Affinity Mapping
- **SEO & Analytics:** Technical SEO, On-Page SEO, Keyword Research, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Hotjar, Mixpanel, Google Analytics
- **Workflow:** Agile (Scrum, Kanban), CI/CD, Test-Driven Development, Cross-functional Collaboration

Experience

Full Stack Developer & UX Strategist (Freelance)

Mantality Health | Jan 2023 – Feb 2025

- Developed custom websites with a focus on performance, scalability, and accessibility (WCAG-compliant).
- Conducted user flow analysis and implemented interactive quizzes for lead generation.
- Led SEO strategy, resulting in a 60% increase in organic traffic in 6 months.
- Built appointment booking systems, an affiliate system using Laravel, and interactive quizzes to capture more potential leads.

User Experience Researcher

Algonquin College (in partnership with NRC Canada) | Jan 2024 – Aug 2024

- Led UX research to improve Air Travel disruption (missed flights and missed connections) communications for the National Research Council.
- Conducted surveys, interviews, and affinity mapping to derive actionable insights.
- Designed a compensation eligibility web tool using React JS and won the Algonquin College Applied Research Showcase.

Senior Full Stack Web Developer

Webloment | Jul 2021 – Dec 2022

- Delivered high-performance WordPress & Laravel websites using Git and CI/CD workflows.
- Integrated SEO best practices to reduce bounce rates and drive traffic.
- Built responsive front-end components and contributed to user experience improvements.
- Conducted competitive analysis and implemented keyword-driven content strategies.

UI/UX Consultant & Front-End Developer

FF Inventory | Jun 2020 – May 2021

- Led end-to-end UI/UX redesign that improved onboarding conversions by 30%.
- Built responsive front-end components with accessibility-first design.
- Conducted usability audits and implemented technical SEO enhancements.
- Collaborated with cross-functional teams on performance and accessibility improvements.

Education

Algonquin College – Interdisciplinary Studies in Human-Centred Design

Dean's Honour List | GPA: 3.8 | Winner, Applied Research Showcase (Spring 2024)

Algonquin College – Interactive Media Management

Dean's Honour List | GPA: 3.8 | Capstone: Promotional video project for non-profit

VIPS College – Bachelor of Computer Applications

GPA: 3.8 | Major in Software & Web Applications

Awards & Recognition

- Won [Elementor's Expert of the Month Challenge](#) and got featured as an expert web creator.
- Featured on [Orpetron](#), [Best CSS](#), [Astro JS Official Showcase](#), and [WD Awards](#).
- Part of the team which won the [Algonquin College Applied Research Showcase](#) for Spring 2024.