

Ishika Chapadia

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Summary

Motivated Web Developer with a blend of technical and digital marketing skills. Experienced in building responsive websites using HTML, CSS, JavaScript, and React, while driving SEO and social media results. Proven record of boosting website traffic and engagement, making me the ideal candidate to help your team achieve its goals and grow its online presence.

Skills

HTML5, CSS3, JavaScript, React, Node.js, Adobe Creative Suite, SEO, Google Analytics, Content Strategy, Content Marketing, Git, Communications, Teamwork, Shopify, WordPress

Experience

Freelance | Remote

Web Developer & E-commerce Specialist | 05/2025 - Present

- Develop and deploy custom, responsive websites for diverse clients using **HTML, CSS, JavaScript, and React**.
- Build and maintain **WordPress** sites, implementing custom security protocols and performance optimizations.
- Configure **Shopify** storefronts, utilizing **Liquid** and CSS to customize themes beyond standard templates.
- Improve client search visibility by **20%+** through technical SEO audits and mobile-first design implementation.

Poulet Rouge | Oshawa

Team Lead | 10/2024 - Present

- Maintain high-speed service and effective communication in a fast-paced, high-pressure environment.
- Balance full-time studies and freelance projects while consistently meeting performance targets.

Durham Promotional Products | Oshawa

Social Media Coordinator | 06/2024 - 10/2024

- Led multi-platform digital strategies, resulting in a **25% increase** in online inquiries and lead generation.
- Produced high-engagement brand assets using **Adobe Photoshop** and **Canva** to ensure cross-platform consistency.
- Analyzed **social media metrics** and **Google Analytics** to provide data-driven insights and optimize campaign reach.

Projects

Portfolio – ishicha.com

Grocery E-Commerce Web App | *PHP, MySQL*

- Developed a full-stack grocery application featuring dynamic data fetching and a persistent shopping cart state.
- Engineered the backend database using **MySQL** to manage product inventory and user orders effectively.

Interactive Scratch Ticket Interface | *JavaScript, CSS, Canvas API*

- Built a custom web application simulating a scratch-off lottery experience with real-time logic and win-state detection.
- Focused on high-performance rendering and interactive UI elements to ensure a seamless user experience.

Tablet-to-TV Media Interface | *React, CSS Grid, Responsive Design*

- Designed and implemented a synchronized UI for a dual-screen experience (Tablet controller + TV display).
- Prioritized accessibility and intuitive navigation for large-screen viewing using modern CSS layouts.

Education

Durham College | Oshawa

Web Development | 04/2026

- **Awards:** Honor Roll & Scholarship Recipient for Academic Performance.
- **Relevant Coursework:** Full-Stack Scripting, Client-Side Dev, Database Management, UI/UX Design.