KESHAV SHARMA

DEVELOPER

Jaipur,Rajasthan | keshavs4273@gmail.com | www.keshavsharma.me

Detail-oriented Web Developer specializing in React, Next.js, and custom automation solutions. Proven track record in building high-performance web platforms, developing bespoke CRM applications, integrating generative AI APIs, and programming custom PHP plugins to optimize business operations. Skilled in crafting responsive interfaces, establishing continuous integration pipelines, and streamlining data workflows.

AREA OF EXPERTISE

Rect & Next.js	HTML & CSS3	Wordpress & Elementor
Tailwind CSS & Aceternity UI	Git, GitHub & Vercel	WooCommerce E-Commerce
Responsive Web Design	AI API Integration	

KEY ACHIEVEMENTS

- **Enterprise Modernization & Custom Software.** Built a custom CRM solution for PaceX to manage client operations, alongside re-architecting their core web platform using React and Next.js.
- **Custom Backend Automation.** Programmed custom WordPress PHP plugins for PaceX, eliminating reliance on third-party plugins and automating critical business workflows.
- **Generative AI Deployment.** Built and deployed "EchoBot," an interactive conversational AI application powered by the Google Gemini API with custom UI state management

FEATURED PROJECTS

WEB, APPLICATION & AUTOMATION SYSTEMS

PaceX Core Website Revamp | React, Next.js, Modern UI/UX

- Architected and deployed a full redesign of the main PaceX web platform using Next.js and React to optimize site loading performance and SEO.
- Replaced legacy components with scalable, server-side rendered (SSR) React modules, significantly reducing page delivery latency.

PaceX Custom CRM Software | React/Next.js, API Integration, Database Management

- Designed and built a custom Customer Relationship Management (CRM) system for PaceX to streamline user data tracking, lead management, and operational workflows.
- Implemented secure data handling, intuitive admin dashboards, and custom backend hooks for seamless internal communication.

Captur Platform (PaceX Program) | React, Next.js, API Integration

- Engineered the official web portal for the Captur program using Next.js and React, delivering an interactive and responsive user portal.
- Integrated custom UI components and REST APIs to facilitate smooth user interactions and automated data flow.

PaceX Custom Automation Plugins | PHP, WordPress Architecture, Process Automation

- Programmed custom WordPress PHP plugins to automate internal backend workflows and extend core platform functionality.
- Streamlined operational data handling by reducing reliance on heavy third-party plugins in favor of lightweight, bespoke PHP solutions.

EchoBot – Conversational AI Application | React, Gemini API, Aceternity UI

- Developed an interactive AI chatbot application powered by the Google Gemini API to process prompts and stream real-time responses
- Engineered responsive React interfaces using customized Aceternity UI components, managing complex asynchronous API state and conversational flow
- Implemented client-side routing to structure seamless multi-page navigation across application views

Yashaswini Tiwari – Personal Portfolio | React, Tailwind CSS, Responsive Design

- Designed and built a modern, custom portfolio website using React with a focus on fluid animations, mobile responsiveness, and clean visual structure.

Personal Web Portfolio | React, Tailwind CSS, Vercel CI/CD

- Architected a modular single-page web portfolio utilizing component-driven design principles in React.
- Styled a mobile-first, fully responsive interface leveraging utility-first CSS via Tailwind CSS and set up automated deployment pipelines on Vercel.

CMS & E-COMMERCE BUILDS

PaceX Operations Platform | WordPress, Elementor, Custom CSS

- Designed and published a multi-page operational business website using WordPress and Elementor
- Injected custom HTML and CSS rules into Elementor templates to achieve pixel-perfect responsive layouts and integrated third-party plugins

Printsofpink E-Commerce Store | WordPress, WooCommerce, Elementor

- Managed end-to-end administration for an active e-commerce store, overseeing product catalogues, pricing, and content updates
- Configured core WooCommerce modules for order processing, gateway payment integrations, inventory tracking, and shipping parameters

Hotel Prince Web Application | WordPress, Elementor, Google Maps API

- Built a client-facing web application featuring dynamic image galleries, customer feedback modules, and embedded location navigation
- Conducted cross-device testing and performance optimizations to reduce page delivery latency

EDUCATION

Bachelor of Computer Applications (BCA) **2023 - 2026**
Maharishi Arvind Institute of Science and Management, Jaipur

Class XII (PCB) **2022 - 2023**
MPS International, Jaipur

Class X **2020 - 2021**
MPS International, Jaipur

ADDITIONAL INFORMATION

- **Languages:** English, Hindi
- **Certifications:** AI Agents Intensive Course, Technology Job Simulation, Cyber Job Simulation, AI Content Creation, AI Marketing Professional, SEO Strategy
- **Development Tools & Environments:** VS Code, Git, GitHub, Vercel, REST APIs, Linux/OS Environments