



Aditya Rai

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OBJECTIVE

- Associate Webflow Developer & Designer at Goodera, with 3+ years of shipped enterprise Webflow builds. Full-stack front-end mindset — GSAP, custom JavaScript, CMS architecture, Make automations, and design-to-code fluency across Figma and Framer. Track record of pixel-perfect, high-performance sites for global CSR, fintech, and consumer clients.

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Tech. (CSE)	Poornima University, Jaipur	8.1	2021-2025
Senior Secondary	Kendriya Vidhyalaya NKJ, Katni	82.0%	2021
Secondary	Kendriya Vidhyalaya NKJ, Katni	82.0%	2019

EXPERIENCE

- **Goodera** Feb 2026 - Present
Associate Webflow Developer & Designer On-Site | Bangalore, India
 - * Building and shipping **marketing pages, event landings, and CMS-driven content** across Goodera's global CSR platform, including **Karma Summit 2026, America250, AIX, JnJ Merch, and Host Merch**.
 - * Translating Figma designs into **pixel-perfect, responsive Webflow builds**, collaborating end-to-end with design, content, and GTM teams.
 - * Maintaining and extending the **site's styling system and reusable components**, ensuring consistency across dozens of live pages.
- **Spotted** Jan 2026
Freelance Webflow Developer Remote | Freelance
 - * Delivered the **end-to-end Webflow build** for Spotted — a full development pass on a fresh iteration of the company's website.
 - * Translated provided Figma designs into a **production-ready, responsive Webflow build** — DOM structure, styling, interactions, and CMS setup handled solo.
 - * Handed off a **pixel-perfect, animation-rich site** ready for the client team to maintain and extend.
- **Everything Design** August 2025 - Jan 2026
Junior Webflow Developer On-Site | Bangalore, India
 - * Worked as a Junior Webflow Developer at Everything Design, **utilizing Slack, Click-up, Figma, Relume, Framer and Webflow**
 - * Utilizing **Figma, Relume, and Webflow** to transform design concepts into fully functional digital experiences.
 - * Contributing to **UI/UX improvements, CMS structuring, and performance optimization** for client projects.
- **Coders Boutique** January 2025 - July 2025
Junior Webflow Developer Remote | San Francisco, California
 - * Worked as a Junior Webflow Developer at Coders Boutique, **utilizing Slack, Click-up, Figma, Relume, Framer and Webflow**
 - * Contributed to **4 client projects**, including **portfolio, e-commerce, and business websites**, delivering fully responsive, visually engaging, and functional designs.
 - * Collaborated with designers and clients to translate requirements into modern, user-friendly Webflow solutions, ensuring smooth animations, responsiveness, and optimized performance.
- **Outlook India** May 2024 - June 2024
Business Analytics Intern Remote | Delhi, India
 - * Worked as a Business Analytics Intern at Outlook India, **utilizing Microsoft Excel, Tableau, and PowerBI**.
 - * Conducted theoretical and practical analyses in **data visualization, data forecasting, and business analytics, creating comprehensive dashboards and visual reports**.
 - * Delivered actionable insights that enhanced **decision-making processes and contributed to strategic planning and customer acquisition strategies**.

TECHNICAL SKILLS

- **Webflow Ecosystem:** Webflow CMS & Logic, Finsweet Client-First, Webflow AppGen, Relume Library, Wized, Sanity (Headless CMS)
- **Animation & Frontend:** GSAP (ScrollTrigger), JavaScript (ES6+), HTML5/CSS3, ReactJS, LottieFiles, Tailwind CSS
- **Automation & SEO:** Make (Integromat), HubSpot, Typeform, Technical SEO, JSON-LD Schema, Core Web Vitals, DOM Optimization, Semrush, Microsoft Clarity
- **AI Tooling & Vibe Coding:** Claude (Sonnet, Opus), Google Antigravity, Nano Banana, Vibe Coding, AI-Assisted Prototyping, Prompt Engineering
- **Design & Tools:** Figma, Framer, Tableau, PowerBI, Git/GitHub, Chrome DevTools
- **Languages:** C/C++, Python, SQL, NoSQL (MongoDB)

PROJECTS

- **Goodera** Feb 2026 - Present
Marketing site and campaign pages for a global corporate volunteering platform. Live Url
 - **Tech Stack:** Webflow, CMS, GSAP, Figma, Technical SEO.
 - Shipping marketing pages, event landings, and CMS-driven content — notable pages include Karma Summit 2026, America250, AIX, JnJ Merch, and Help Center.
- **Spotted** Jan 2026
Freelance Webflow build — full site rebuild from provided designs. Live Url | Old Version
 - **Tech Stack:** Webflow, CMS, Interactions, Responsive Design.
 - End-to-end Webflow development from Figma designs — DOM structure, styling, interactions, and CMS setup handled solo; smooth handoff for the client team.
- **Misstropolis** Dec. 2025 - Jan. 2026
A responsive arts & culture magazine migrated from WordPress to Webflow. Live Url | Staging
 - **Tech Stack:** Webflow CMS, 301 Redirects, SEO Optimization.
 - Migrated extensive blog archives from WordPress to Webflow CMS with zero data loss; reduced frontend development time by 40% using a customized framework.
- **Sela Group** Dec. 2025 - Jan. 2026
Technical audit and remediation for a global high-tech insurance firm. Live Url | Staging
 - **Tech Stack:** Webflow, DOM Optimization, CSS Refactoring.
 - Refactored redundant CSS and optimized DOM structure for faster load times; fixed critical breakpoints to ensure perfect responsiveness for complex service tables.
- **Everything Motion** Oct. 2025 - Dec. 2025
Portfolio site for a B2B explainer video agency with advanced video CMS. Live Url
 - **Tech Stack:** Webflow, Schema Markup, GSAP.
 - Served as Technical Lead; implemented complex CMS collections for video portfolios and managed SEO tagging to capture "Explainer Video Agency" search terms.
- **HowFrameWorks** Dec. 2025
Platform offering growth tools for SMBs with backend automation. Live Url | Staging
 - **Tech Stack:** Webflow, Make (Integromat), Technical SEO.
 - Engineered a **Make automation scenario** to capture Webflow form submissions and populate Excel, eliminating manual data entry for the sales team.
- **Charcha 2025** Oct. 2025 - Nov. 2025
Flagship social impact event platform for The Spark Forum. Live Url | Staging
 - **Tech Stack:** Webflow, Finsweet Client-First, Large Dataset CMS.
 - Architected a robust CMS for multi-track agendas and speakers using **Finsweet Client-First**, ensuring stability and scalability for high-traffic handling.

•Party House 2026 (Ticketing System)

Nov. 2025

A comprehensive event ticketing engine with a custom Admin Dashboard.

Live Url

- **Tech Stack:** Webflow App Gen, Custom JavaScript, RBAC Security.
- Built a dynamic booking engine with auto-calculating pricing/discounts and a **Role-Based Admin Dashboard** for real-time inventory control and revenue analytics.

•Moussa Re-creation (GSAP Clone)

Nov. 2025

A technical reverse-engineering challenge of a complex scroll animation.

Staging

- **Tech Stack:** Webflow, Custom JavaScript, GSAP ScrollTrigger.
- Reverse-engineered high-fidelity animations and implemented custom JS to manipulate the DOM outside of Webflow's native interaction tools.

•Solytics Partners

Sep. 2025 - Oct. 2025

Corporate finance website featuring advanced data visualization animations.

Live Url | Staging

- **Tech Stack:** Webflow, GSAP (GreenSock), Data Lineage Viz.
- Leveraged **GSAP** to create performance-friendly animations explaining complex financial concepts like Transaction Monitoring and Data Lineage.

•Alkemiz

Aug. 2025 - Sep. 2025

Marketing website for an AI & IT consulting firm.

Live Url | Staging

- **Tech Stack:** Finsweet Client-First, GSAP, Webflow CMS.
- Translated complex AI service offerings into a seamless digital experience with custom scroll animations and scalable class naming conventions.

•Sofieya Zsadara Portfolio

July 2025

Luxury minimalist portfolio for an Interior Architecture Master.

Live Url

- **Tech Stack:** Webflow, High-Res Image Optimization.
- Heavily customized a template to create an editorial-style layout, optimizing high-resolution imagery for complex architectural project showcases.

•Garba Groove

June 2025

Official website for a premier dance and fitness academy.

Live Url

- **Tech Stack:** Framer, React Components, Motion Effects.
- Utilized **Framer's** scroll transforms and component variants to create an app-like experience; optimized heavy video backgrounds for core web vitals.

•Subodh Fine Art Studio

Jan. 2025

An immersive portfolio website for artist Subodh Maheshwari.

Live Url

- **Tech Stack:** Webflow, CMS Structuring, Lottie Animations.
 - Implemented filterable galleries, parallax design, and CMS structuring to showcase fine art collections and exhibitions effectively.
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