

Shivprateek Habib

Frontend Lead | React, Next.js & WordPress

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SUMMARY

Frontend Lead with 13 years of experience building and leading web products for US clients, with expertise in JavaScript, TypeScript, React, Next.js, and WordPress. Currently leads a seven-person cross-functional team across frontend development, design, and SEO, delivering high-performance, production-ready web experiences from Figma to launch. Previously led a five-developer frontend team for five years at an Austin-based marketing agency and co-founded two B2B SaaS platforms in healthcare and hospitality. Strong hands-on background in frontend architecture, responsive UI development, performance optimisation, technical scoping, and code quality.

WORK EXPERIENCE

Technical Lead - WordPress & SEO (Contract) | Mar 2025 – Present

Easy Dental Marketing · Austin, Texas · Remote

- Returned to a former employer to lead delivery; direct a team of seven - four WordPress developers, one Figma designer, two SEO specialists.
- Own code review, theme architecture, and client technical scoping across concurrent custom builds; shipping one to two sites every two months.
- Every theme built from scratch off Figma files - no templates, no page builders - using ACF, Gravity Forms, and third-party booking and patient-management integrations.
- Direct SEO delivery alongside development, so search performance is designed into builds rather than retrofitted after launch.

Chief Technology Officer | Mar 2025 – Aug 2026

Butlr.ai · Remote · Hospitality SaaS - mobile guest-experience platform for hotels

- Joined at pilot stage to lead all engineering for a B2B platform covering mobile ordering, booking, task management, and guest feedback.
- Took the product from pilot to five paying hotel clients and 1,000+ active platform users; owned architecture, frontend delivery, and cloud infrastructure within an eight-person company.
- Departed following the investors' decision not to continue funding.

Co-Founder & Technical Lead | Jul 2022 – Mar 2025

Patient Form · Remote (Austin, Texas) · Healthcare SaaS - HIPAA-compliant patient intake

- Co-founded with the owner of Easy Dental Marketing, building on a product developed during my time there.
- Architected and shipped a HIPAA-compliant platform for digital patient forms, e-signatures, document upload, and real-time analytics; deployed to five paying dental practices processing 100–150 patient submissions daily.
- Built the API ecosystem for third-party integrations and owned cloud infrastructure, deployment pipelines, and data compliance.

Lead Frontend Developer | Jun 2017 – Jun 2022

Easy Dental Marketing · Austin, Texas · Remote

- Led a team of five developers building custom WordPress themes and plugins for US dental and healthcare clients, shipping one to two sites per month across five years.
- Hands-on PHP and custom theme development with ACF; every site bespoke, none built on existing themes or page builders.
- Ran code review and mentored junior developers on architecture and frontend practice.
- Spearheaded migration of the frontend codebase to a modern framework, cutting page load times by 30%.
- Notable builds: omsdocs.com (multi-location surgical practice, deep information architecture, third-party patient-form integrations) and restorative-academy.com (WooCommerce store plus members-only area for a national dental academy).

Founder | Nov 2013 – Jun 2017

Civa Studios · Hubballi, India · Digital marketing & software development agency

- Founded and ran a full-service agency, directing a team of developers, designers, and marketers across concurrent client projects.
- Delivered 150+ projects for 70+ clients across multiple industries - custom websites and applications built with WordPress, PHP, MySQL, and JavaScript.
- Owned pre-sales end to end: scoping, proposals, estimates, and technical advisory to clients.

Center Manager | Dec 2011 – Sep 2013

Maya Academy of Advanced Cinematics (MAAC) · Hubballi, India

- Ran operations for an animation training center, managing instructors and curriculum delivery.

SELECTED PROJECT

Radiant Mental Arithmetic - EdTech SaaS Platform | 2023 – Present

Built and maintained solo · Next.js, MySQL, AWS

- Multi-tenant learning platform serving 70+ franchise locations, 120+ teachers, and 5,000+ students daily, with separate role-based experiences for each user type.
- Sole developer: architecture, frontend, database design, AWS hosting, and ongoing maintenance.
- Demo: <https://numera-demo.vercel.app/>

TECHNICAL SKILLS

Frontend: JavaScript, TypeScript, React, Next.js, HTML5, CSS3, Sass/SCSS, Tailwind CSS, Bootstrap, Responsive & Cross-Browser Development

Backend & APIs: Node.js, PHP, CodeIgniter, REST APIs, Supabase, Firebase

Databases: MySQL, Postgres

WordPress: Custom Themes, Advanced Custom Fields (ACF), WooCommerce, Gravity Forms

Cloud & Development Tools: AWS, Git

AI-Assisted Development: GitHub Copilot, ChatGPT, Claude, AI-Assisted Coding, Code Generation, Debugging, Refactoring & Technical Research

Design & Creative Tools: Figma, Photoshop, Illustrator, After Effects

Technical Leadership & Delivery: Code Review & Technical Leadership, Technical Scoping, Architecture & Implementation, SOWs & Pre-Sales

Performance & SEO: Performance Optimisation, SEO

EDUCATION

Sikkim Manipal University - Bachelor of Arts, Journalism & Mass Communication, 2014

K.L.E.S Polytechnic, Hubli - Diploma, Computer Science Engineering, 2009

REMOTE TRACK RECORD

13 years delivering for US clients from India. Five consecutive years embedded with an Austin-based team (2017–2022) and currently leading that same agency's delivery team on contract.