

# CHITVAN YADAV

*"Experienced Front-End Lead Engineer / Hybrid Web App Development / HTML5, CSS3, JavaScript, jQuery, CMS, React / Agile / Continuous Learner"*

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## EXECUTIVE SUMMARY

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Front-End Lead Developer with 15+ years of experience designing and developing scalable, high-impact digital products using platforms like WordPress. Expert in modern frameworks, WCAG/Section 508/ADA accessibility, and leading cross-functional teams. Proven track record of delivering enterprise-grade solutions, including site management, technical optimization, and web performance tuning using Adobe & Google analytic tools, and image compression. Adept at creating intuitive, SEO-friendly, and content-scalable interfaces. Passionate about building inclusive, performant, and user-centric digital experiences rooted in minimalist design principles and data-informed decision-making.

## PROJECT HIGHLIGHTS

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### Division of Tuberculosis Elimination | CDC

- Developed and maintained TB web platforms using HTML, CSS, JavaScript, MySQL, ASP, and .NET.
- Managed SQL databases and the DTBE Image Library to support content delivery and visual communication for public health teams.

**Usability Testing:** Created detailed user personas and conducted testing to improve healthcare information searchability and relevance. This resulted in improved site navigation and user satisfaction.

**SharePoint Site Manager: CDC's COVID-19 Emergency Response:** Led content updates and report delivery using SharePoint. Ensured timely and accurate publication of weekly updates to key stakeholders.

**Implemented 508 compliance:** Across web content, ensuring adherence to accessibility standards and optimizing for users with disabilities.

### Think. Test. Treat TB" Campaign Website:

- Boosted engagement by 40% through strategic UX revamp and SEO. Created reusable UI components.
- Improving user engagement, accessibility, and overall digital strategy. The campaign earned the DTBE Director's Award.

### TB Website: CDC Clean Slate Initiative:

- Contributed to the Clean Slate initiative at the CDC, aimed at optimizing and relaunching the CDC.gov website as part of the CDC Moving Forward strategy.
- Played a key role in assessing over 4,000 web pages for the Division of Tuberculosis Elimination (DTBE) and identifying content for removal, archiving, or optimization.
- Rebuilt 300+ pages with modern templates, contributed to federal digital transformation.
- Managed regular backups and archived web pages and files; tested updates in a staging environment prior to production deployment.
- Provided ongoing technical support and collaborated with DTBE subject matter experts to ensure successful implementation of the new site.

**Newsletter & Social Integration:** Created automated GovDelivery email workflows, tracked engagement via analytics, and UTM codes.

**Digital First:** Increasing website traffic by 40% and generating cross-team interest in digital formats, reinforcing the organization's digital-first approach.

### Security of Government IT Systems:

- Managed stakeholder content requests while ensuring accuracy, legal compliance with data disclosure regulations, and strict adherence to federal laws and policies—safeguarding sensitive data and leveraging automation to enhance operational efficiency and SEO.
- Managed the complete **IT lifecycle system development**, from initial planning and requirements gathering to system design, implementation, and ongoing maintenance, ensuring compliance with government standards.

### Web Analytics and SEO Optimization:

- Managed web analytics and SEO optimization, tracking over 4,000 DTBE web pages.
- Developed comprehensive annual metrics reports guiding content decisions, enhancing user interaction, and aligning with digital best practices.

### LTBI Mobile App:

- Maintained the app that was developed based on the CDC framework using syndicated web pages.
- The app, which launched in 2013 and was retired in September 2017, successfully garnered over 13,000 downloads.

## KEY COMPETENCIES

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- Front-End Development: HTML5, CSS3, JavaScript, jQuery
- Responsive Design, Digital First, Minimalist design
- React.js, Context API, React Router, REST, JSON, XML
- Version Control: Git
- State Management: Redux, React Hooks
- WordPress: Elementor Page Builder, WP Forms

### Core Competencies:

- Digital Accessibility & Compliance
- Data Driven Decision Making
- Govt. Project Management
- Strategy Communication & Public Engagement
- Inclusive Design & Communication
- Evaluation & Performance Management
- Technical Leadership & Collaboration

### Software Development Skills:

- Agile Software Development
- Code Review
- Debugging and Troubleshooting

### Soft Skills:

- Customer Service
- Time Management
- Communication Skills
- Leadership

### Tools and Monitoring:

- Dynatrace: Application Performance Monitoring
- Adobe Creative Suite, Canva, Power BI
- Adobe Express, Adobe & Google Analytics

## ORGANISATIONAL EXPERIENCE

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Oct 2016 - Present: CDC, Atlanta, GA | Information Technology Specialist

April 2014 - Oct 2016: Northrop Grumman Corporation, USA | Web Designer & Developer

May 2012 - April 2014: YP, LLC, Atlanta, GA | Front-End UI/UX Developer

Dec 2010 - May 2012: AT&T Advertising Solutions, Atlanta, GA | Front-End Developer

## CAREER ACCOMPLISHMENTS

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- Played a critical role in a major web modernization initiative, reviewing and optimizing over 4,000+ web pages for content quality and relevance.
- Successfully migrated 300+ pages into a new content management platform, ensuring structural integrity and consistency.
- Designed and developed 508-compliant, mobile-friendly dashboards and data visualizations to enhance user engagement.
- Led the migration of 800+ pages to a new WordPress platform, ensuring SEO best practices and metadata accuracy.
- Launched a national health campaign website, significantly improving digital reach and earning formal recognition for impact.
- Spearheaded a "Digital First" strategy for online reports, increasing website traffic by 40% and enhancing cross-functional collaboration.
- Produced comprehensive web performance reports by analyzing traffic and engagement for over 4,000 pages, influencing leadership decisions.
- Conducted usability testing, created personas, gathered user feedback, and implemented major UI/UX enhancements based on results.
- Delivered training on web accessibility, 508 compliance, and content strategy to internal staff and contractors.
- Managed web-based newsletters and communications, including template design, performance analytics, and subscriber engagement.
- Led content migration and platform transition projects with zero downtime, ensuring quality assurance and issue resolution.

- Provided technical leadership and mentorship, including SOP creation, new hire training, and resume reviews for technical roles.
- Developed wireframes, mock-ups, and prototypes for responsive websites, aligning with user-centered design principles.
- Reviewed, edited, and remediated hundreds of legacy web pages, removing outdated content and resolving 100% of broken links and orphan files, improving overall site performance.
- Supported CDC's COVID-19 Emergency Response as SharePoint and Data Manager for the Virtual Call Center (VCC), updating infrastructure, generating weekly call analytics reports, and ensuring operational reliability across 20+ quarantine stations.
- Onboarded and trained 5+ new web developers, authored SOPs, and established development standards aligned with CDC and HHS policies.
- Reviewed and evaluated 100+ resumes and served as SME for web developer hiring processes, ensuring high-quality candidate selection aligned with IT job series requirements.
- Provided proactive customer service to both internal and external partners, consistently resolving technical web issues and ensuring alignment with CDC/HHS web standards.

## EDUCATION

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Dec 2010: Web Design and Interactive Media | Art Institute of Atlanta, GA | USA | GPA – 3.7/4.0

May 2005: Bachelor of Art | University of Delhi, IND

May 2006: Bachelor of Fine Arts | Shilpa Bharati Institute of Arts & Fine, IND

## CERTIFICATES

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- Power BI (Intermediate, 2024), GPT-4, Generative AI, & Prompt Engineering (LinkedIn Learning)
- SharePoint Site Admin & Owner (2020), Web Accessibility & 508 Compliance & Microsoft Excel (Advanced, 2023)
- Certified in Healthcare & Public Health Communication, including evaluation, analytics, health literacy, and public messaging through CDC and related programs (2016–2025).
- Trained in Communication & Accessibility, with focus on low literacy, disability inclusion, web standards, and accessible learning design (2018–2021).