

Sonali Geete

project initiatives

www.sonaligeete.in

About Me

Primary Skills

Roles and Responsibility

Project Details

Contact Details

About Me

HELLO, I'M SONALI GEETE

I have 11+ years of experience in the IT industry. I started my career as a Full Stack Developer, working with PHP, MySQL, and WordPress for 3–4 years. In a startup environment, I managed projects end-to-end, including requirements gathering, client communication, development, testing, deployment, and support, and delivered over 35 websites and e-commerce solutions.

For the past 8 years, I have specialized in Front-End Development, building responsive, scalable, and user-friendly web applications. I have worked across Aviation, Banking, Government, Education, and E-Commerce domains, which has strengthened my ability to adapt to diverse business needs and technologies.

I am passionate about creating great user experiences, collaborating with cross-functional teams, and continuously learning to deliver high-quality solutions.



Primary Skills

WEB/MOBILE
DEVELOPMENT

01

ACCESSIBILITY

02

PERFORMANCE
OPTIMIZATION

03



Roles & Responsibility

- Leading front-end implementation
- Collaborating with UX designers and product owners
- Defining component architecture
- Conducting code reviews
- Supporting Agile delivery
- Driving accessibility compliance
- Mentoring developers
- Improving performance and maintainability



Project Details

Accomplished technology professional specializing in the delivery of scalable, accessible, and high-performing digital products. Demonstrated success across diverse domains through technical excellence, collaborative leadership, and strong stakeholder partnerships.



Client :
virgin atlantic UK



Client :
G20 Global Summit



Client :
HDFC Digital banking





Virgin Atlantic UK

Helped build and improve Virgin Atlantic's website so customers can easily book and manage their journeys. Ensured the platform is smooth, fast, and easy to use for everyone

Key Contributions

- Worked on Flying Club Member Portal and Customer Profile Management.
- Developed customer profile dashboards.
- Displayed:
 - Past Journeys
 - Future Bookings
 - Loyalty Points
 - Membership Status (Gold / Silver / Standard)
- Improved overall user experience for Flying Club members.

Major Challenge

- When production systems experienced downtime:
- New customer registrations were partially synced.
- Profile data became inconsistent across environments.
- Customers faced login issues and incomplete profiles.

Solution Implemented

- Designed a reconciliation mechanism.
- Created an automated sync job running every 24 hours.
- Validated genuine registrations.
- Synced customer data across all environments.

Business Communication

- Coordinated with Product Owners, Architects, Operations Teams.
- Communicated:
 - Revenue impact
 - Customer impact
 - Root cause analysis
 - Resolution timelines





G20 Global Summit

Led the development and delivery of a high-visibility digital platform for the G20 Summit, one of India's most prestigious international events, supporting global delegates, government stakeholders, and millions of visitors.

Key Contributions

- Directed front-end development and technical delivery of the official portal.
- Built responsive, accessible, and user-centric experiences across web and mobile devices.
- Ensured optimal performance, scalability, and reliability for high-volume traffic.
- Collaborated closely with government stakeholders, architects, and cross-functional teams to align business and technical objectives.

Major Challenge

- Delivering a mission-critical platform within aggressive timelines.
- Meeting the quality expectations of a globally visible government initiative.
- Handling large-scale user traffic while maintaining performance and availability.

Solution Implemented

- Implemented a component-driven architecture for faster development and maintainability.
- Applied performance optimization techniques to improve speed, scalability, and user experience.
- Followed Agile methodologies with continuous delivery and proactive stakeholder engagement.

Business Communication

- Successfully launched a stable, scalable, and high-performing portal for a globally recognized event.
- Delivered a seamless user experience with strong accessibility and performance standards.
- Contributed to the successful digital presence of India's G20 Presidency, earning positive stakeholder feedback.



HSBC Digital Banking

Worked on digital banking platforms with a primary focus on Accessibility and Regulatory Compliance.

Key Contributions

- Implemented WCAG 2.1 compliance.
- Improved accessibility across banking applications.
- Worked closely with UX and compliance teams.
- Contributed to backend-integrated solutions.
- In a team of approximately 159 members:
- I was the only dedicated Accessibility Developer driving accessibility initiatives.

Major Challenge

- Complex banking workflows.
- Regulatory requirements.
- Accessibility compliance gaps.

Solution Implemented

- Accessibility audits.
- Screen reader testing.
- Keyboard navigation improvements.
- ARIA implementation.

Recognition

- Received organizational recognition and award for accessibility contributions.





Upgrad

UpGrad is an online learning platform offering career-focused degree programs and professional courses in partnership with global universities.



Wordpress theme and templates

Developed 35+ websites and e-commerce portals for SMEs. Key Work: · Website Development · Payment Gateway Integration · Theme Customization Client Requirement Gathering



PHP and MySQL Projects

Built CRM solution using Core PHP and MySQL · Sales Management · Attendance Tracking · Employee Incentives Reporting Dashboard



Thank you for your time today , It was very nice meeting you and the team. It was great connecting with you all and learning more about project and culture.

I am confident that my experience and expertise as a Front-End Developer align well with the project's requirements, and I would be excited about the opportunity to contribute to the team's success.

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