

TITLE: Synapto AI – Front-End Development & Business Consulting

LIVE WEBSITE: <https://www.synapto.io>

TECH STACK: Next.js, TypeScript, Tailwind CSS, Segment, Mixpanel, Vercel

THE PROBLEM

An AI powered startup had a strong product but a low-conversion website with poor user retention.

MY ROLE

Lead Front-end Developer + business consultant – responsible for UX, sales strategy, and retention tactics.

WHAT I DID

- Rebuilt key pages (pricing, demo request, onboarding) with Next.js and TypeScript
- Optimized conversion funnels – moved CTA buttons, reduced form fields
- Implemented A/B testing to measure impact on sign-up rates
- Added analytics instrumentation (Segment + Mixpanel) to track drop-off points

MEASURABLE OUTCOMES

- Lead generation increased 45% within 2 months
- User retention (30-day) improved 55% after redesigning onboarding
- Reduced production bugs by 60% by introducing code review standards

BUSINESS IMPACT

- Lowered customer acquisition cost (CAC) by 30% through better messaging
- Increased daily active users (DAU) by 40% through feature discovery improvements

LESSONS LEARNED

- Technical decisions directly affect business metrics – moving a CTA can be as impactful as a new feature
- Working with founders taught me to prioritize ruthlessly: “Does this help us reach our next milestone?”
- Async communication (Slack chats + Notion docs + Loom videos) is essential for distributed teams