

# ABHISHEK BARUA

## FRONT END WEB DEVELOPER

### CONTACT

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### OBJECTIVE

Secure a position that allows me to convey my general creative flair and passion for design through front end development

### EDUCATION

**University of Toronto, 2019**  
Honours Bachelor of Arts (Double Major)  
- Information & Communication Tech  
- Political Science

### PROFESSIONAL SKILLS

- **Languages:** HTML5, CSS3, BOOTSTRAP, JAVASCRIPT, ANGULARS, PYTHON, MySQL, Bootstrap, jQuery, PHP
- **O/S:** MacOS, Unix, System7, Windows 10/8/7/NT/2000/XP/Vista, Google Play & App store.
- **Applications:** Open Office, MS Word, Excel, Access, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver)
- Firebase
- Git & GitHub
- Animate & After Effects
- ExpressionEngine & WordPress
- Scalable Vector Graphics (SVG)
- SEO Implementation
- Logo Design / Branding
- Social Media Integration
- Typography / Colour Theory

### ABOUT ME

- Highly creative and passionate front-end web development technologist with over 3 years of experience in developing and designing highly creative and interactive user-centric websites and portals.
- Background in Digital Marketing with hands on experience at creating digital marketing content, ads, videos, newsletters, reports, publications etc. for Facebook/Instagram, Google Ads, LinkedIn marketing solutions etc.
- Excellent communication skills in associating with business & technology stakeholders

### PROFESSIONAL EXPERIENCE

#### TILTED KILT SPORTS BAR

##### Assistant Manager / Customer Service Rep

Feb'18 – Jan'19

- Provided courteous, proactive and efficient service by greeting and engaging customers, making thoughtful and helpful menu suggestions by leveraging excellent communication skills to professionally and courteously meet their needs
- Liaised with our Operations Team and restaurant partners to ensure all the orders are processed seamlessly
- Developed professional relationships with guests and created an air of familiarity through enthusiastic, outgoing, positive and upbeat interactions
- Recorded, analyzed, catered to and resolved customer issues efficiently and in accordance with the company's best practices.
- Developed and maintained a staff that provided a hospitable, professional service while adhering to policy and business initiatives

#### UNIVERSITY OF TORONTO

##### Web Developer

Apr'16 – Sep'18

- Developed a dynamic, secure web site from scratch based on specific needs for promotions, presentations, customer service and online services making it highly appealing, user-friendly
- Integrated interactive features to optimize traffic, creating web compliant metadata for search engine optimization, page views, site stickiness and user experience (UX)
- Effectively interacted with stakeholders, end users, business analysts, and technical resources to gather requirements, prepared design specifications, and provided technical support for applications, as instructed by senior team members
- Conducted the technical design, development, and integration for cross functional, multi-platform systems
- Established UX design as the first stage of all web and mobile website developments, instituting a user-centered design (UCD) approach leveraging mock-up tools like balsamiq
- Supported maintenance programming development for web pages and web applications according to the AODA guidelines - WCAG 2.0 Level A
- Built and deploy HTML emails using various CRM platforms
- Produced code that is compliant with current accessibility requirements W3C

#### MANULIFE SECURITIES

##### Digital Marketing Associate

May'15 – Oct'15

- Develop paid digital marketing campaigns to achieve organizational objectives (i.e. Google Ads, Facebook/Instagram Ads, LinkedIn Marketing Solutions)
- Created, edited, shared and tracked industry specific content; videos, interviews, articles, newsletters, surveys, reports, publications, jobs and more
- Developed and maintained performance reporting and metrics for programmatic campaigns, online sales, SEO performance, website UX, competitive analysis
- Optimized paid campaign performance through A/B testing, keyword research and trend insights