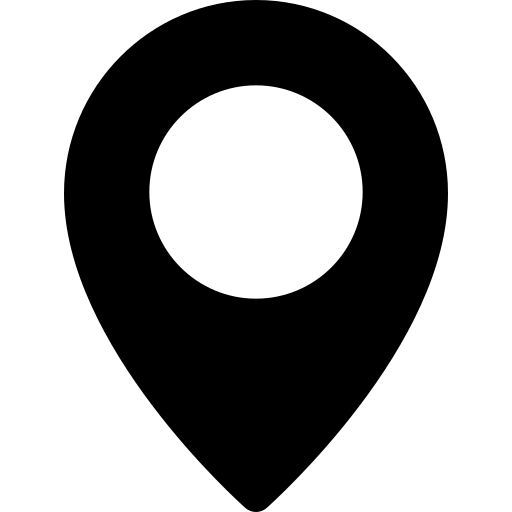
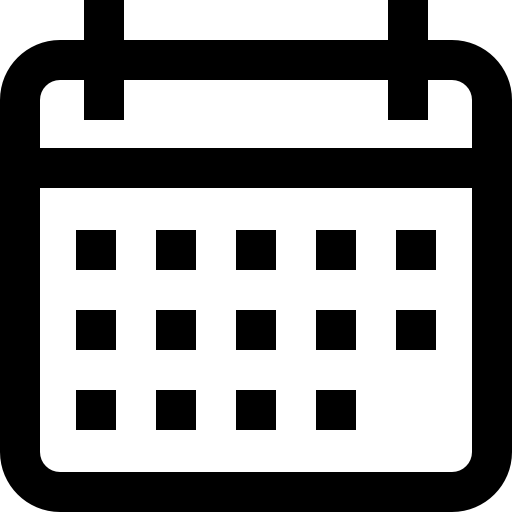
ASVITHA S  MADURAI

+91-9994115185 | [asvithasivabalan2105@gmail.com](mailto:asvithasivabalan2105@gmail.com) |[Linked in](https://www.linkedin.com/in/asvithasivabalan2105/) | [GitHub](https://github.com/Ahtivsa21) Tamil Nadu-625016 **OBJECTIVE**

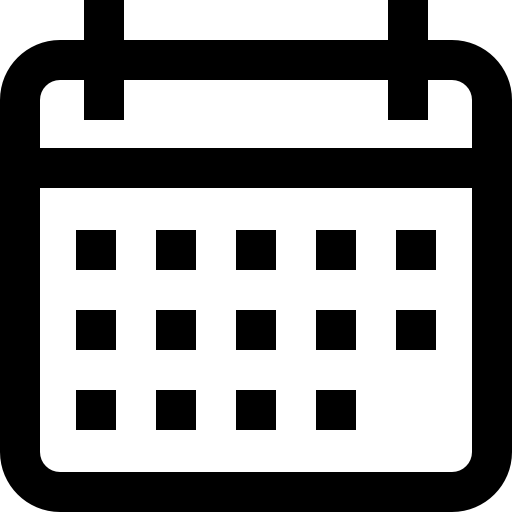
Passionate UI/UX designer and front-end developer aiming to join a dynamic IT team, where I can grow my skills and deliver engaging, user-centered digital experiences. Skilled in translating user needs into intuitive interfaces, I’m eager to contribute innovative design and development expertise to impactful projects in a collaborative environment.

**EDUCATION**

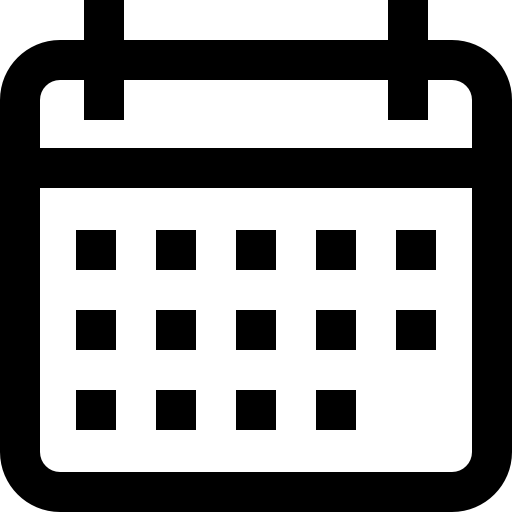
**Velammal Institute of Technology** Tamil Nadu, India

B. Tech in Information Technology | CGPA: 9.14 (till 4th Sem)  2022 – 2026

**S.B.O.A Matric Higher Secondary School**

Higher Secondary Certificate (HSC) | Percentage: 89.6 % State Board |  2021 – 2022

**S.B.O.A Matric Higher Secondary School**

(SSLC) |Percentage: 84.5 % State Board |  2019 – 2020

**SKILLS SUMMARY**

* **Skills** - Core Java , MySQL Database, HTML, CSS, JavaScript, UI/UX, Git and GitHub.
* **Area of Interest** - FullStack Web Development, Data Structure and Algorithm, Database.
* **Soft Skills** - Problem-Solving, Time Management, Adaptability, Creativity, Communication.
* **Platforms** - Visual Studio Code, IntelliJ IDEA.

**EXPERIENCE**

**Digital Marketing Intern**  
 ZeroBug Solutions | January 2024 – May 2024

* Created visually engaging **UI/UX designs** for Instagram to boost social media presence and brand identity.
* Enhanced audience engagement by promoting posts, leading to **increased follower interactions**.
* Conducted **user research** to understand audience preferences, integrating **best design practices** for impactful results..

**Freelance UI/UX Designer**  
 Kanchi Enterprises | June 2024

* Developed **user-centric website designs** for an import/export company, enhancing **user engagement and navigability**.
* Collaborated closely with clients to define requirements, delivering **interactive prototypes** via **Figma** and **Adobe XD**.
* Ensured **responsive and accessible designs** that met client expectations and provided a **seamless user experience**.

**PROJECTS**

**Women Safety App:**

Developed an innovative **Women Safety App** that enhances personal safety by sending an **SMS alert with real-time location** to designated contacts when the phone is **shaken vigorously**. The app features:

* **Automatic location sharing** with emergency contacts to ensure prompt assistance.
* **Shake detection** technology to trigger alerts in distress situations.
* Designed for **ease of use and quick response** in emergencies, helping users notify trusted contacts effectively.

**Quote Generator:**

Created a **motivational Quote Generator** web app that provides users with a new, inspiring quote at each click.

* Designed with an **intuitive UI** for easy interaction, encouraging users to explore quotes effortlessly.
* Built with **HTML, CSS, and JavaScript** to ensure seamless functionality and an engaging user experience.

**To-Do List App:**

Developed an interactive To-Do List App to help users organize and prioritize daily tasks.

* Allows users to add, delete, and check off tasks as they’re completed, making it easy to track productivity.
* Implemented with HTML, CSS, and JavaScript for responsive design and smooth, real-time task management**.**

**CERTIFICATIONS & ACHIEVEMENTS**

* **Coursera Certification:** Completed Principle Of UI/UX design with META. Feb 2024
* **Coursera Certification:** Frontend Development with META September 2023

**Achievements :**

* **Secured 3rd place** in the Idea Presentation at the **Ideation and Technical Expo** held at Velammal Institute of Technology, showcasing innovative thinking and technical understanding.
* Participated in the **INNOVATE PROJECTS 2K24** competition organized by the Research and Development Cell at **Velammal Institute of Technology**, demonstrating creativity and innovation in project development.
* Participated in a **Large Language Model workshop** at a National Level Technical Symposium hosted by **Chennai Institute of Technology**, earning a certificate and gaining insights into advanced AI and language model technologies.
* Participated in the **Speak for India** state-level inter-college **debate competition**, showcasing strong communication skills and critical thinking at a competitive level**.**

**RELATED COURSES**

* **Ongoing Education:** Continuously learning and expanding skills in **Full-Stack Web Development and UI/UX Design** to stay updated with modern technologies, user-centered design principles, and best development practices..
* **Coding Practice**: Engaging in coding challenges on **Geeks for Geeks** to develop efficient coding techniques and deepen understanding of algorithms and data structures.

**LANGUAGES**

Tamil, English, Telugu