

Anila Reddy

UI Front End Developer

Location: Melbourne, Australia

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Portfolio: <https://anila-reddy.github.io/Portfolio/>

PERSONAL SUMMARY

I'm a creative and detail-oriented UI/Front-End Developer with over two years of experience in designing and developing modern, user-friendly, and responsive digital experiences. Skilled in React, Angular, JavaScript, TypeScript, and CSS frameworks, with a strong foundation in digital design, animation, and brand-focused UI development. Passionate about crafting engaging, high-quality web interfaces and optimizing digital assets for performance marketing channels, social media, EDM, and digital displays

TECHNICAL SKILLS

Programming Languages: Java, Python, C, C#, PL/SQL, SQL

Web Development Languages: HTML5, XHTML, CSS, CSS3, SASS, JavaScript, Typescript.

JavaScript Libraries: ReactJS, JQuery, Angular Js, Node Js.

Digital & UI Design: Responsive web design, branding, interactive experiences, social-first production.

Design & Animation Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Figma.

Performance Marketing & Social Media: CRM, Display Ads, EDMs, Social Media Optimization.

Databases: Oracle, SQL Server, MySQL, MongoDB.

Operating System: Windows, Linux, Mac OS X.

Agile Development & Collaboration: Agile methodologies, stakeholder communication, cross-functional teamwork.

Art Direction & Content Creation: Concept development, video production coordination, on-set art direction (basic exposure).

IDE's Worked On: Notepad++, Eclipse, Visual Studios, NetBeans.

RELEVANT WORK EXPERIENCE

Eastern Health, Melbourne – September 2022 – December 2024

Role: Front End/UI Developer

Roles and Responsibilities

- Developed user-centric web applications for healthcare, ensuring compliance with accessibility standards (WCAG 2.1).
- Led the UI/UX design and implementation, ensuring brand consistency and engaging user experiences.
- Created interactive elements and animations **using** CSS, JavaScript, and After Effects to enhance UI interactions.
- Designed and optimized digital content for internal portals, marketing materials, and external-facing applications.
- Worked collaboratively in an Agile environment with designers, developers, and stakeholders to deliver high-impact solutions.
- Implemented SEO best practices and performance-optimized digital assets for enhanced discoverability and engagement.
- Designed and developed digital marketing assets, including social media visuals, EDMs, display ads, and branded content.
- Created interactive UI elements and animations for clients across retail, banking, and healthcare industries.
- Led brand identity projects, ensuring consistency across digital touchpoints.
- Provided art direction for small-scale photoshoots and video production efforts.
- Utilized Figma and Adobe Creative Suite for wireframing, prototyping, and delivering high-fidelity designs.
- Handled code optimization techniques to decrease much use of JavaScript in creating dynamic functionality, with the use of CSS classes. Interacted with the Testing Team, Scrum Masters and Business Analysts for fixing of Issues.
- Interacted with Customers and development teams for Fix the Issues.
- Created and deployed new features to sustain and amend existing applications in safari and chrome.
- Fixed the HTML errors in the site core content editor. Fixed Front-End cross browser compatibility issues with layouts. swagger docs preparation, able to integrate various API services to front end applications
- Experience with Browser testing, knowledge of cross-browser/cross-platform compatibility.
- Involved in Agile software development life cycle (SDLC) with SCRUM methodology.
- Integrated Microsoft technologies such as .NET Core 5+ and MS SQL to support backend functionality.
- Contributed to API development and optimized web apps for deployment to Microsoft Azure.
- Performed System Testing, Regression Testing for Complete UI after fixing Issues which are reported by Testing Team. Used POSTMAN TOOL for API Testing, JIRA and Confluence for documentation

EDUCATION

Studied Bachelor's in Computer Science at **Osmania University**, Hyderabad, and Telangana 2022.

- **Achievements** – Awarded “Academic Excellence Award” twice for exceptional academic merit in junior and senior years. (GPA 8.5 out of 10).
- Developed a **Basic Calculator Application** using HTML, CSS, and JavaScript, implementing essential arithmetic operations with a user-friendly interface.
- <https://anila-reddy.github.io/Calculator/>

PERSONAL PROJECTS

Guess My Number Game (<https://anila-reddy.github.io/GuessMyNumber/>):

- Developed a fully responsive game website to showcase my skills.
- It looks like you're playing a number guessing game! The game involves you trying to guess a number between 1 and 20. It's a fun and simple game, testing your ability to guess the right number efficiently!

Drum Set (https://anila-reddy.github.io/drum_set/):

- Developed a fully responsive Drum Set website which gives the music to showcase my skills.

CERTIFICATIONS

- Certified Web Professional Developer
- ITIL 4 Foundation certificate in IT Service Management
- Java Full Stack Development

REFERENCES

- Soma Reddy
IT Lead, Eastern Health
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- Purvik Gohil
IT Designer Specialist, Eastern Health
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