



# Iswarya Ravikumar

## Web Developer

Versatile Web Developer with a strong focus on creating seamless, high-performing eCommerce experiences. Skilled in developing and customizing e-stores. Adept at bridging the gap between design and development through effective communication and collaboration, delivering user-centric interfaces that drive engagement and conversion, while thriving in teamwork-driven environments.

## Contact

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Visit portfolio:

[iswarya-portfolio.netlify.app](https://iswarya-portfolio.netlify.app)

## Skills

### Technical Skills

- HTML, CSS, JS and JQuery
- Bootstrap & Tailwind CSS
- SASS & SCSS
- Wordpress, Shopify, Woocommerce, Bigcommerce, Magento - Frontend
- User research, Wireframing and prototype design
- Design thinking, Color theory and Typography
- SEO principles and Responsive designs

### Tools

- Figma & Adobe XD
- Canva & Photoshop

## Education

### Master of Computer Applications

RVS College of Arts And Science  
June 2020 - May 2022 | **84%**

### BSc Mathematics

LRG College of Arts & Science  
June 2017 - May 2020 | **89%**

## Work Experience

### Jr PHP Developer | AltiusNxt Technologies - Coimbatore

#### June 2023 - Present

- Contributed to the successful completion of various web development projects by actively participating in planning, design, coding, and testing phases.
- Maintained website performance by conducting regular updates and addressing compatibility issues across various platforms like Shopify, Woocommerce, Bigcommerce and Magento.
- Customized themes and plugins and customized checkout processes & order management systems to streamline the user experience and increase conversion rates in ecommerce stores.

### Web Developer | Avanexa Technologies - Coimbatore

#### July 2022 - June 2024

- Utilized frontend development technologies like HTML, CSS, Wordpress, JavaScript and jQuery to create visually appealing and responsive websites that met client requirements.
- Crafted SEO strategy and intuitive interface for sites and landing pages to achieve prominent rankings across top browser platforms and increased user engagement and conversions.
- Customized and optimized eCommerce themes across Woocommerce to align with brand identity, enhance UX/UI, and improve conversion rates.

### UX UI Designer & Fullstack Developer - Intern

#### Dec 2021 - June 2021

Developed wireframes, prototypes, and mockups to effectively communicate design ideas. Leveraged knowledge of color theory, typography, and layout principles for polished designs that exceeded client expectations for the Admission module.