Jayalakshmi D

E-Mail ID: Jayalakshmid95@gmail.com

- Creative and detail-oriented Web Designer with 4+ years of experience in designing visually appealing and functional websites.
- Proficient in front-end web development technologies, design principles, and user experience (UX/UI) design.
- Creating engaging web designs that drive user engagement and meet business objectives.
- Strong proficiency in HTML, CSS, JavaScript, JQuery, Bootstrap, PHP, MYSQL, WordPress, Responsive Design, Media Query.
- Basic Knowledge in Git

TECHNICAL SKILLS SUMMARY

Front-end Development: HTML, CSS, JavaScript, jQuery
Back-end Development: PHP, MySQL
Content Management Systems (CMS): WordPress
Web Technologies : AJAX, Responsive Design, Cross-browser Compatibility
Design Tools: Photoshop, XD
Databases: MySQL, phpMyAdmin

EXPERIENCE HISTORY

Senior Web Designer
CG-VAK Software & Exports Ltd
April 2023 – Nov 2023
Mode: WFH

CG-VAK Software & Exports Ltd is providing software products & services. Help businesses get innovative solutions and transformation.

WORK SUMMARY

- Designed and developed responsive websites based on client requirements using HTML, CSS, JavaScript, and WordPress.
- Created mockups and wireframes to translate client ideas into functional, user-friendly web designs.
- Coordinated with development teams to ensure responsive, cross-browser compatible, and mobile-friendly layouts.
- Maintained and updated client websites built on Joomla and WordPress
- Applied basic SEO techniques (meta tags, keywords, image optimization) to improve website visibility.
- Collaborated with clients and internal teams to deliver projects on time and

within scope.
- Provided ongoing technical support, troubleshooting, and performance optimization for client websites.

Freelance Web Designer
Jan 2020 – March 2023

- Partnered with organizations and small businesses to create, update, and redesign websites tailored to their branding needs.
- Enhanced user experience by optimizing layouts, improving navigation, and ensuring responsive designs.
- Designed campaign posters, banners, and social media content to support digital marketing campaigns.
- Assisted in setting up digital campaigns, from design to deployment, across multiple platforms.
- Integrated payment gateways (Razorpay) and implemented add-to-cart and payment calculation logic for e-commerce platforms.
- Collaborated directly with clients to gather requirements, suggest improvements, and provide training for website management.
- Built websites with a focus on performance, accessibility, and SEO readiness.

Web Designer
VSion Tech Park Pvt.Ltd, Chennai, India
Aug 2019 – Nov 2020

VSion Tech Park Pvt.Ltd offer a wide range of sales, service technology and communication training programs and Corporate Trainings, Infrastructure Support.

WORK SUMMARY

- Designing and creating Responsive Websites, Using Bootstrap, Javascript, Wordpress
- Web Design: Designing and creating responsive websites using WordPress, HTML, CSS, and Bootstrap.
- SEO Content Development: Performing keyword research, providing recommendations, and executing content strategies in coordination with SEO goals.
- Search Engine Administration: Managing search engine programs such as XML sitemap, webmaster tools for diagnostic reporting on client projects.
- Web Analytics: Monitoring and administering web analytics dashboards, reports, and key reporting tools to track performance and identify areas of importance in accordance with client goals.
- Search Performance Evaluation: Monitoring and evaluating search results and performance across major search channels to optimize website visibility.

- Social Media Management: Managing and maintaining social media pages (Facebook, Instagram, LinkedIn) with creative posts to engage audiences and generate organic leads, especially on LinkedIn.
- Lead Generation: Generating leads through Facebook and LinkedIn ad campaigns to drive sales and meet organizational goals.
- Collaboration: Working closely with other team members, including sales and delivery, to achieve client and organizational goals.

Web Designer & SEO Analyst
Softlogic Systems PVT.LTD, Chennai, India
Aug 2018 – Sep 2020

SLA Institute is the leading Software Training Institute in Chennai. Providing the Training and Placement Services

WORK SUMMARY

- Developing responsive pages and templates for WordPress environment.
- Conducting keyword research and generating new keyword ideas.
- Analyzing website and social media pages for improvements.
- Monitoring search results and website traffic for content and keyword optimization.
- Maintaining and improving website content for better search results.
- Utilizing Google Analytics, Google Webmaster, HTML, CSS, JavaScript, Bootstrap, and WordPress for website development and optimization.

SEO Analyst
Inextica Technologies Pvt. Ltd, Chennai, India
Aug 2017 – Sep 2018

WORK SUMMARY

- Developing website mockups based on requirements and translating them into HTML/CSS responsive user interfaces or WordPress websites.
- Tracking organic traffic and time spent on pages using Google Analytics platforms.
- Monitoring and reporting on SEO performance of our websites, analyzing websites and social media pages.
- Conducting competitor analysis for website design and content improvement.
- Staying up to date with new SEO, social media, and digital marketing practices.
- Implementing link-building strategies and suggestions for SEO-friendly website design and content.
- Optimizing webpages for mobile devices.

EDUCATION:

- **Bachelor of Engineering (Electronics and Computer Engineering),** SMEC, Tamil Nadu, India, 2016