

JENSON R

WEB DESIGNER & FRONT-END DEVELOPER

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PROFESSIONAL SUMMARY

Detail-oriented Web Designer & Front-End Developer with **5+ years** of experience in design, develop and optimizing websites for performance and user engagement. Skilled in HTML, CSS, JavaScript, WordPress, and UI design, with expertise in mobile-first development, SEO, and cross-browser compatibility. Passionate about creating visually compelling, business-aligned designs with seamless functionality.

SKILLS & TOOLS

- ❖ **Front-End:** HTML5, CSS3, JavaScript, jQuery, React.js
- ❖ **CSS Frameworks & Libraries:** Bootstrap, Tailwind CSS
- ❖ **Design & UI:** Photoshop, Illustrator, Figma
- ❖ **CMS & Website Builders:** WordPress, Divi, Webflow
- ❖ **Performance & SEO:** Web Performance Optimization, SEO Best Practices, Responsive Design
- ❖ **Workflow & Tools:** Cross-Browser Compatibility, Unit Testing, Version Control (Git, GitHub)

WORK EXPERIENCE

Web Designer | [AstroVed.com](https://astroved.com)

2020 – Present

Domain: **E-commerce**

- ❖ Spearheaded the design and development of AstroVed.com and its partner websites.
- ❖ Improved website performance, user experience, and responsive design.
- ❖ Collaborated with developers, digital marketers, and mobile app teams to enhance project outcomes.
- ❖ Created visual assets, including banners, blog images, and newsletters, to improve brand aesthetics.

PROJECTS

AstroVed Website Redesign - [URL](https://astroved.com)

- ❖ Led the complete redesign of AstroVed's homepage, increasing efficiency by 60%.
- ❖ Migrated revenue pages from custom code to Divi, boosting production speed by 70%.
- ❖ Designed and developed 200+ landing pages, improving user engagement by 40%.

Partner Site Enhancements

- ❖ Revamped user profile pages and astrologer listings, increasing engagement by 20%.
- ❖ Assisted in integrating WooCommerce with the Pillai Center website.
- ❖ Contributed front-end expertise to the new admin dashboard, Instant Pooja, and Astropedia features.

Personal Projects

- ❖ [TeamApp](#) - A platform for managing your team efficiently.
- ❖ [ChatApp](#) - A friendly platform to connect with people anytime, anywhere!
- ❖ [Linkup](#) - A fun and friendly platform to connect with friends anytime!
- ❖ [VetCare](#) - A caring platform for your pet's health and well-being!

EDUCATION

Bachelor of Engineering (Computer Science)

St. Joseph's College of Engineering (Anna University)

CERTIFICATIONS & ONGOING LEARNING

- ❖ **Web Design**– Udemy (Certified)
- ❖ **React.js Development** – Udemy

For more information, please visit the portfolio. <https://jensonr-dev.github.io/jenson-portfolio/>