

MADHAN RAJ C

ASSOCIATE WEB DEVELOPER

[Portfolio Link](#)

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SUMMARY

Associate Web Developer with hands-on experience developing user-friendly, responsive, and scalable web pages for Citibank UAE. Passionate about leveraging front-end development expertise to drive innovative UI/UX solutions and boost digital user engagement. Proficient in **JavaScript (ES6+)**, **HTML5**, **CSS3**, and modern styling frameworks like **Tailwind CSS** and **Bootstrap**. Skilled in managing and customizing CMS platforms such as **Adobe Experience Manager (AEM)**, **WordPress**, and **Cloud Drupal**. Demonstrates strong problem-solving abilities, attention to detail, and a commitment to delivering high-quality code in fast-paced environments.

EDUCATION

Madrass University

Bachelor of Computer Applications (BCA)
(2018 - 2021)

HIGHER SECONDARY SCHOOL

Selvam Matric Higher Secondary School
(2016 - 2018)

TECHNICAL SKILLS

Web Languages:

HTML5, CSS3, JavaScript (ES6+)

Front-End Styling & Frameworks:

Bootstrap, Tailwind CSS, Responsive Design, Flexbox, Grid Layout

CMS & Cloud Platforms:

WordPress, Drupal (Cloud & Headless), ICMS, Adobe Experience Manager (AEM)

KEY ACHIEVEMENTS

- Improved website performance by 30% through code refactoring, lazy loading, and performance optimization techniques.
- Received "Shooting Star" award for consistently meeting project deadlines and delivering innovative solutions.

PROFESSIONAL EXPERIENCE

Citibank UAE – Associate Web Developer March 2022 – Present

- Developed and optimized secure, scalable banking websites, delivering seamless and responsive digital user experiences across platforms.
- Built and maintained interactive web interfaces using HTML5, CSS3, JavaScript (ES6+).
- Improved website performance by 30% through code refactoring, lazy loading, and performance optimization techniques.
- Collaborated with UX/UI designers for modern, user-friendly interfaces.
- Integrated SEO best practices, structured metadata, and mobile-first design principles—leading to a 30% boost in organic traffic.
- Leveraged CMS platforms like AEM and WordPress to manage content efficiently and align with business goals.

KEY RESPONSIBILITY

- Developed and maintained responsive web pages using modern front-end technologies, including HTML5, CSS3, JavaScript. Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.
- Collaborated with UX/UI designers to implement user-friendly interfaces, ensuring cross-browser compatibility and mobile responsiveness.