Mahesh Akavaram

UI/UX Designer & Digital Creator

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Summary

Versatile UI/UX Designer and Full Stack Developer with a unique blend of creative and technical expertise. Skilled in designing intuitive user interfaces using Figma and Adobe Creative Suite, while possessing deep technical knowledge of Django and React.js. Experienced in Digital Marketing, SEO, and Video Editing, allowing for a holistic approach to product development. Proven track record of building secure backend architectures and testing APIs, bridging the gap between design concepts and functional code.

Technical Skills

UI/UX Design	User-Centered Design, Wireframing, Prototyping, Visual Hierarchy, Interaction Design, Typography, Color Theory, Accessibility (WCAG), User Research
Design Tools	Figma, Adobe XD, Adobe Photoshop, Canva
Video & Media	Adobe Premiere Pro, Adobe After Effects, Video Editing, Content Creation
Marketing	Digital Marketing, SEO (Search Engine Optimization), SMO (Social Media Optimization), SMC (Social Media Content), Google Ads
Development	Python, Django, React.js, REST APIs, JSON, HTML5, CSS3, JavaScript, MySQL, Postman

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Professional Experience

Jan 2023–June 2023

Back-end Developer Intern, *PLNR Events*, Gurgaon
- Focused on backend logic using Django to streamline event booking flows and venue selection data management.
- Optimized database queries to handle large datasets of event venues, improving data retrieval speeds for the application.
- Worked on server-side logic to support the mobile application's functionality.

Sep 2022–Dec 2022

Django Back-end Developer, *AGBIZ Technologies*, Noida

Projects: Hypkar & E-commerce Platform
- Developed robust backend architectures for the 'Hypkar' and e-commerce web applications using Django.
- Implemented secure user authentication systems using Token Authentication and Serializers to manage complex data types during Sign-up and Sign-in processes.
- Designed and tested RESTful APIs rigorously using Postman to ensure reliability and speed before frontend integration.
- Collaborated with the frontend team to ensure API endpoints met data requirements for dynamic UI rendering.

Mar 2022–Aug 2022	**UI/UX & Back-end Developer**, *Varsh Services*, Noida ○ Created low-fidelity wireframes and high-fidelity mockups using Figma, ensuring client requirements were visually met before development. ○ Contributed to the employee management system backend, ensuring data integrity and smooth functionality.

Projects

UI/UX Design Projects

Personal Project	**Wardrobe App Design**, *Figma Prototype* ○ Conceptualized and designed a personal wardrobe management application. ○ Created detailed user flows and interactive prototypes in Figma to simulate the user journey. ○ Applied UI/UX principles to ensure a clean, accessible, and aesthetically pleasing interface.

Full Stack & Backend Development Projects

Full Stack	**Food Ordering Website**, *Django Framework* ○ Built a complete food ordering platform from scratch using Django (Full Stack). ○ Implemented cart functionality, real-time order adjustments, and user checkout flows. ○ Designed the database schema to handle menu items, orders, and user profiles efficiently.
Full Stack	**Student & Employee Management Systems**, *TalentSprint Certification* ○ Developed two comprehensive management systems during certification to track records and performance. ○ Utilized Django for backend logic and HTML/CSS/Bootstrap for the frontend interface. ○ Implemented CRUD (Create, Read, Update, Delete) operations for managing large databases of students and employees.

Education

2014–2018	**Bachelor of Technology in Civil Engineering**, *St. Mary's Integrated Campus*, Hyderabad

Certifications

2022	**Python Full-Stack Developer**, *TalentSprint*, Hyderabad
	Graphic Design & Multimedia, *Self-Paced / Proficiency*
2025	**UI/Ux Designer**, *TuteDude*