SHRUTI UPADHYAY

101 Kailsha Tower Powai, Mumbai | +91-8109497980 (C) | shruti.upadhyay07@yahoo.com

OBJECTIVE

Seeking a software designer position where creativity and commitment to excellence will have valuable application.

PROFESSIONAL SUMMARY

- Engineering Graduate in Information Technology with hands on experience of **6 years** in **UX Designing.**
- Proficient in Photoshop, coral, fireworks, illustrator, Wireframing, Sketch3, Flinto
- Innovative, highly creative, good at thinking 'out of the box'
- Good knowledge of Search engine optimization concepts.
- Mobile User experience design.

TECHNICAL SKILLS

Multimedia	Photoshop, coral,fireworks, illustrator, Wireframing, Sketch 3,Indesign
Prototyping Design	Flinto
Operating System	Windows,Mac
Others	SEO(on page and off page),Mobile User experience design

1.Tech Mahindra — Sr. Graphics Designer
Mumbai, M.H. — April 2015 – Present

- Managing, producing and designing projects from brief to fulfillment
- Designed some key functionality websites like Club Mahindra holiday, Entrée, Telstra.
- Graphic design skills include creating and modifying layouts of website.
- Create, plan, prepare, design and generate a wide variety of visual materials
- Ensuring consistency in a client's corporate and promotional brands
- Determined the size and arrangement of illustrative material for marketing purposes

2.Vaaytech Pvt Ltd — UX Designer
Indore, M.P. — Oct 2013 – April 2015

- Designed some key functionality websites like restaurant, event, and product based etc.
- Overseeing design & managing creative, reviewing creative briefs for accuracy & clarity, establish and commit to artwork deadline.
- Monitor and analyze Web site activity, traffic and key metrics and SEO techniques.
- Graphic design skills include creating and modifying print pieces such as logos, e-flyer, advertisements, brochures, hoarding, and poster.
- Build and customized the iPhone and android application design.
- Created screen flows and mock-ups to define the user interface
- Created interactive prototype to show user navigation

3.Maikal Infotech Pvt Ltd — Web-Designer
Indore, M.P — April 2012- Oct 2013

- Researching new market trends for web designing and making recommendations.
- Expertise in requirement gathering and client communication.

- Proficient in creation of various types of websites like corporate, education, flour foods websites.
- Designed new web interfaces, layouts and site graphics according to market trends.
- Held responsible for visualizing the pixel to pixel quality of graphics saturation, look/feel.
- Created/edited images sent by client using Photoshop and designed promos for their products.

4.Laabhaa Technologies   SEO and Web-Designer
Indore, M.P   April 2011- Jan2012

- Researching new market trends for web designing and making recommendations.
- Expertise in requirement gathering and client communication.
- Proficient in creation of various types of websites like corporate, medicals, religion, school websites.
- Designed and developed new web interfaces, layouts and site graphics.
- Fundamental, technical knowledge of HTML programming and css.
- Responsible for quality assurance of finished websites including validation of web forms and links.
- Implemented search engine-friendly website which generated and increased significant amount of traffic
- Created graphics including envelope and logos using Coral and Photoshop.
- Conduct and apply industry specific keyword analysis to write ads blogs, press releases, directories submission SEO article classified and product description to increase inbound link and achieve optimal SEO.
- Assess the effectiveness of SEO marketing campaigns and adjust according to client marketing goals.

5.TITUS InfoTech Ltd   Software developer
Ujjain, M.P   Dec2010- April2011

- Designed and Implemented Point of Sale web site for selling products online.
- Used 3tier architecture and worked on all three layers including front end, application server and backend database
- Implemented core modules like authentication, logging, error processing.
- Beautifully designed and implemented front end using AJAX.
- End to end debugging and testing.

EDUCATION

PGDIT [Information Technology] from Symbiosis Pune, India in 2013.

B. E. [Bachelor of Engineering] from Rajiv Gandhi Technical University Bhopal, India in 2010

H.S.C. [Higher Secondary Certificate] from M.P. Board Bhopal, India in 2006

S.S. [Senior Secondary] from C.B.S.E, India in 2004