



## Prashant Mishra

Website Designer

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### EDUCATION

Deen Dayal Upadhyaya Gorakhpur  
Universtiy - BA (English)

### UX RESEARCH

User Flows, User Research, User  
Stories, User Surveys, User Interviews,  
User Journey Mapping, Persona  
Development, Information Architecture  
/Site Mapping Competitive Analysis,  
Qualitative Analysis Quantitative,  
Analysis. Storyboards, A/B Testing,  
Usability Testing

### UX DESIGN

Sketching, Design Thinking, User  
Centered Design, Brand Strategy,  
Style Guides,. Wireframes,  
Visual Design, High Fidelity Design

### UX DEVELOPMENT

Prototypes/Mockups. Responsive Web  
Design, HTML, CSS, JavaScript,  
jQuery, Bootstrap, Tailwind,  
CMS-Wordpress, Update/Shopify  
Accessibility

I help businesses create visually appealing, user-friendly, and results-driven websites. With over 6 years of experience as a Web Designer, I specialize in transforming client ideas into responsive, intuitive digital experiences using HTML, CSS, JavaScript, and modern platforms like WordPress and Shopify. My strong design sense, technical expertise, and problem-solving approach allow me to craft websites that not only look great but also support business goals and user engagement.

Portfolio - <https://prashantmishra13.github.io/portfolio/>

### EXPERIENCE

#### Owen Media India Pvt Ltd

Web Designer, Sep 2023 - Present

#### Overview

At Owen Media India Pvt. Ltd., I've helped both B2B and B2C clients enhance their digital presence as a dependable Web Designer and front-end specialist. Working across diverse industries—including manufacturing, healthcare, casting, and corporate services—I've contributed to impactful digital solutions for startups and established brands alike. My responsibilities covered the full development cycle: gathering requirements, crafting wireframes, designing responsive layouts, coding with HTML, CSS, JavaScript, and jQuery, and integrating platforms like WordPress and Shopify. I also ensured seamless performance through cross-browser testing and ongoing optimization.

#### UX Research

At Owen Media India Pvt. Ltd., I was involved in delivering end-to-end design solutions—starting with user research and user flows to crafting wireframes, designing intuitive user interfaces, and building interactive prototypes. I collaborated closely with cross-functional teams to iterate designs based on business goals, technical constraints, and user feedback, ensuring the final output aligned with both user needs and brand objectives.

#### UX Design

At Owen Media, I developed brand guidelines and scalable design systems, creating both low-fidelity and high-fidelity designs for web and digital products. I presented design solutions to key stakeholders and high-profile clients, clearly communicating how each design decision aligned with business objectives, KPIs, and overall project success metrics.

#### UX Development

At Owen Media, I took pride in delivering clean, efficient code using HTML, CSS, and JavaScript to maintain high product quality. I collaborated closely with development teams to ensure a smooth transition from design prototypes to fully functional builds. Throughout the process, I prioritized accessibility, performance, and SEO best practices to create user-friendly and optimized digital experiences.

#### Stw Services LLP

Web Designer, Aug 2018 - Aug 2023

At STW, I was responsible for designing and developing responsive websites with a strong focus on SEO optimization and keyword integration. I managed updates and maintenance for over 25+ client websites, ensuring timely delivery based on evolving requirements. My role involved performance testing, user testing, and cross-browser compatibility checks before deployment. I utilized HTML, CSS, and JavaScript to build functional, visually appealing websites, and translated Photoshop designs into clean, well-structured front-end code.