

RUDRA SINGH

Master of Computer Applications

New Delhi, Delhi India, Pin - 110059

E-mail: rp Singh.developer@gmail.com

Portfolio: <https://rudras52.github.io/portfolio/>

LinkedIn Profile: <https://www.linkedin.com/in/web-developer-rp-singh/>

Actively seeking opportunities | Available immediately

Senior Web UI Designer

☎: +91-9718728189

Results-driven UI designer with a passion for leveraging technology, innovation, and skills to drive organizational growth. Committed to staying up-to-date with the latest design trends and technologies to deliver exceptional user experiences.

PERSONAL PROFILE

Creative and detail-driven Senior Web UI Designer & Developer with over 7 years of experience designing pixel-perfect, responsive, and accessible web interfaces. Specializes in crafting intuitive user journeys using HTML5, CSS3, JavaScript, Bootstrap, and jQuery, with foundational knowledge of React.js. Proficient in optimizing performance, SEO, and cross-platform usability. Strong collaborator across design and development teams, delivering seamless UI/UX integrations with ASP.NET, .NET Core, and AWS environments.

KEY EXPERIENCE:

- Designed and developed modern, user-friendly interfaces for responsive web applications with a strong focus on visual aesthetics, usability, and accessibility.
- Specialized in front-end development using HTML5, CSS3, Bootstrap, JavaScript, jQuery, and Razor Syntax to build engaging and adaptive UI components.
- Collaborated with developers and stakeholders to translate design concepts into functional web pages that align with brand guidelines and UX goals.
- Applied responsive design principles to ensure optimal user experiences across desktop, tablet, and mobile devices.
- Utilized tools like Google Webmaster Tools for performance tuning, SEO optimization, and load speed improvements.
- Supported integration with back-end technologies such as C#, .NET Core, and SQL Server, and worked with AWS services including S3 and Lambda for scalable web solutions.

TECHNICAL PROFICIENCY

- Creative UI Design and Visual Storytelling
- Responsive Web Design (RWD)
- Accessibility (WCAG) and Cross-Browser Compatibility
- SEO-friendly Layouts and Content Structuring
- Content Review and Design Consistency
- Performance Optimization & Speed Tuning (Webmaster Tools, PageSpeed Insights)
- HTML5, CSS3, SCSS
- JavaScript (ES6+), jQuery, AJAX
- Bootstrap, CSS
- React JS (Basic Fundamentals)
- Razor Syntax (.NET Views)
- Version Control: GitLab

Professional Experience:

- EXL Service, India | Senior Executive - UI Designer/Developer | Apr 2021 – Apr 2024.

- Pacific IT Consulting, India | UI Developer | Nov 2020 – Mar 2021
- DPH Software Services, India | Website Developer | Jan 2019 – Oct 2020
- Trigya Health Product Pvt. Ltd, India | UI Developer | Dec 2016 – Jan 2019

CAREER BREAK:

Took a break (June 2024 – April 2025) to care for my ailing parents, who suffered from serious health issues. My father was battling chronic kidney disease and a urinary infection, which required constant medical attention and care. Meanwhile, my mother also had a heart attack during this period, further adding to the family's health crisis. As the sole caregiver for my parents and primary support for my family, I took on the responsibility of managing their treatment, daily care, and overall well-being. This break allowed me to prioritize my family's health and stability during an incredibly challenging time, ensuring they received the care and support they needed to recover and thrive.

ACADEMIC QUALIFICATIONS:

- Passed **MCA** from Sharda University, duration: 2011 to 2014 scored **6.8 CGPA**
- Passed **BCA** from Ranchi University, duration: 2007 to 2010 scored **74%**
- Passed **12th** from Ranchi Board. Duration: 2005- 2010
- Passed **10th** from Ranchi Council. 2005

Professional Affiliations & Contributions:

- **Tech Blogger:** Regularly publish articles and tutorials on Web Development and Design, front-end development best practices, and web performance optimization.
- **Member – C# Corner Delhi Chapter:** Actively participate in community events, workshops, and knowledge-sharing sessions organized by one of India's leading developer communities.

PROJECT UNDERTAKEN

Title	PIMCO (Asset Management, WEB Portal)
Description	<p>Played a key role in designing and developing a global web portal for PIMCO, a premier asset management company with a presence in New York, Dubai, Hong Kong, Tokyo, and Singapore. Focused on delivering an intuitive, high-performance user interface aligned with financial industry standards and global accessibility.</p> <p><u>Contribution:</u></p> <ul style="list-style-type: none"> • Designed wireframes and translated them into pixel-perfect, responsive UI components. • Developed front-end interfaces using HTML5, CSS3, JavaScript, jQuery, and Bootstrap with emphasis on accessibility and cross-device compatibility. • Optimized front-end performance for faster page load times and seamless user experience. • Collaborated with back-end teams integrating APIs using .NET Core 7.0 and AWS S3-based infrastructure. • Participated in Agile development processes, contributing to UI enhancements throughout CI/CD pipelines using GitLab and Visual Studio 2019.

Front-end Development	JavaScript, jQuery, Bootstrap, CSS, HTML5, Wireframe design & implementation, App Speed Optimization,
Backend Development	.NET Core 7.0, Cloud platforms: AWS (S3 Bucket), VS 2019, GIT LAB, DevOps: CI/CD continuous integration Version Control: Gitlab
Role	UI Developer/Designer (Senior Executive)
Team Size	12

Title	CITY BANK (Robust web-based solutions for financial services)
Description	<p>Designed and developed a secure, responsive, and user-centric web portal to streamline online banking operations for CitiBank. Focused on delivering intuitive user experiences aligned with modern banking standards and usability best practices.</p> <p><u>Contribution:</u></p> <ul style="list-style-type: none"> • Integrated jQuery DataTable to enhance data display with real-time filtering, pagination, and sorting features. • Employed strong debugging practices and code optimization techniques for seamless performance and user interaction. • Ensured cross-browser compatibility and design consistency across desktop and mobile environments.
Technology Used	Visual Studio Code, HTML5, CSS, JavaScript, Datatable integration for filtering dataset, jQuery, Bootstrap, RWD
Role	UI Developer
Team Size	10

Title	MAESTRO MARPAI TPA HEALTHCARE LTD (designing, developing & enhancing TPA platform for healthcare claim processing)
Description	<p>Worked on developing and enhancing a web-based TPA (Third Party Administrator) platform to streamline healthcare claims processing and improve service delivery for members and healthcare providers. The goal was to modernize legacy systems while optimizing administrative workflows.</p> <p>Contribution:</p> <ul style="list-style-type: none"> • Modernized UI components using HTML, CSS, and JavaScript to improve usability and layout structure. • Maintained and enhanced legacy modules built on Classic ASP and VBScript to ensure backward compatibility with existing systems. • Collaborated with backend teams to streamline claim management processes and data integrity using SQL Server 2017. • Focused on clean interface design, ensuring improved accessibility and intuitive navigation for both internal users and external providers.
Technology Used	SQL Server, Visual Studio Code, MS Classic ASP, VB Script, HTML5, CSS, Bootstrap, JavaScript, jQuery, Ajax, DOM, XML
Role	UI Developer
Team Size	8

Title	PRESERVA WELLNESS (www.preservawellness.com)
Description	<p>Contributed to the design and optimization of an e-commerce platform for Preserva Wellness, focused on promoting and selling health and wellness products. Emphasized user-centric design to enhance product visibility, improve user experience, and support mobile responsiveness.</p> <p>Contribution:</p> <ul style="list-style-type: none"> • Designed clean, conversion-focused UI for product pages, cart flow, and checkout using HTML, CSS, and Razor views within the .NET MVC framework. • Ensured mobile-first responsiveness and cross-browser compatibility for a seamless shopping experience. • Optimized front-end performance and implemented SEO best practices to improve search engine rankings and load speeds. • Collaborated with back-end developers to integrate dynamic content and product data from SQL Server 2017. • Deployed and maintained updates via IIS and FTP using Visual Studio 2017.
Technology Used	Visual Studio 2017, SQL Server 2017, IIS SERVER, FTP .Net MVC 4, CSS, HTML5, JavaScript, jQuery, Bootstrap, SEO
Role	Web Designer
Team Size	15

Title	ENSURE FLIGHT (Flight Booking API Web Development project)
Description	This project focused on designing and implementing a web-based flight booking platform powered by robust APIs to provide real-time flight availability, pricing, and booking services for customers. As a UI Designer, played a key role in crafting an intuitive and visually engaging interface that simplified the flight search and booking process. Implemented responsive layouts, streamlined user flows, and ensured consistency in branding and design elements across devices. Prioritized user experience by optimizing page load speed, enhancing form usability, and designing clear CTAs (Call to Actions) to increase conversions and user satisfaction.
Technology Used	PHP, LAMP Environment, MySQL, HTML5, CSS, JavaScript, Bootstrap, RWD
Role	Web Developer.
Team Size	5

Title	DPH Software Services (Fully Functional Website)
Description	Designed and developed a fully functional website for DPH Software Services, focusing on both aesthetic appeal and user experience. Utilized PHP for server-side scripting to create dynamic, data-driven pages and integrated a MySQL database to handle client data and service requests. Implemented a responsive layout using HTML5, CSS3, and JavaScript, ensuring compatibility across devices and browsers.
Technology Used	PHP, MySQL, HTML/CSS, JavaScript, JQuery, Bootstrap, RWD, Adobe Photoshop
Role	Web Developer
Team Size	7

DECLARATION

I hereby declare that the information given above is true to the best of my knowledge and belief.

Place: New Delhi

Rudra Singh