Kola Sai Kumar

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EXPERIENCE

Associate UI Developer

Media.net (Directi) | May 2022 - Present | Mumbai (remote).

- Developed multiple ad variations, including Keyword Blocks, Search Engine Result Pages, Interstitial Ads, and Lander Pages, resulting in a **40% increase** in click-through rates and a 25% boost in conversion rates.
- Worked with Skenzo Template Language Tags which provides ads from the backend.
- Created Custom Snippets for our Dev team, which **minimized 30%** of our development time.
- Collaborated with the Business Development and QA teams to ensure **UI was implemented correctly**.
- Delivered 100+ performing **creative ads and lander pages** with a 95% acceptance rate for premium publishers.
- Developed quality ads during the **Black Friday & Cyber Monday** Sale Season, with trending ad designs.

PROJECTS

Headlines Hub. - a Short format news app ⬈ | Angular, Tailwind, GNews API

- Headlines Hub is a minimal news app that provides users with a **seamless news browsing** experience.
- The app features a search functionality that allows users to find news articles on any given topic of interest quickly. Additionally, the app includes a **user-friendly navigation** menu that provides access to top headlines within specified categories.

Weatherly - a Weather forecast app ⬈ | Angular, SASS, OpenWeather API

- Weatherly is a sophisticated weather app with a **clean and intuitive user interface**, designed to provide users with accurate and up-to-date weather information.
- The app enables users to access weather forecasts for their location and **other locations of interest**.

Task Tracker - Simple todo list app ⬈ | Angular

- A to-do list app that helps users to organize and **prioritize their daily tasks**.
- The application helps users to effectively plan and manage their tasks, conveniently identifying important ones through **priority marks for easy recognition**.

SKILLS

Web Development: HTML, CSS, JavaScript, TypeScript, Angular, Rxjs, React, Tailwind, SASS.
Core Subjects: Object-Oriented Programming, Computer Networks.
Tools & Technologies: VS Code, Git, Github, Figma.

EDUCATION

ACE Engineering College, JNTUH | 2018 - 2022

Computer Science & Engineering, Bachelor of Technology

Hyderabad | **CGPA: 7.5**

ACHIEVEMENTS

- **Finalist** in India's Largest Build-A-Thon on Modern Application Development conducted by Smart Bridge Educational Services Pvt Ltd in association with **VMware IT Academy**.
- Participated in **P3 Grand Open** March 2017 (WCA) - **3x3 (24.78 sec) 2x2 (8.06 sec)**

COURSES & CERTIFICATIONS

Meta Front-End Developer Professional Certificate – Coursera	CSS – Hacker Rank
JavaScript Algorithms and Data Structures – Free Code Camp	Version Control with Git – Coursera