

Saif Shariq

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Summary: I'm a self-taught web developer with a strong eye for innovative design and a keen understanding of techniques geared towards optimum user experience

Skills & Interest

- **Technical:** HTML, CSS, JavaScript, Bootstrap, jQuery, SASS, React.js, Redux, GSAP, Three.js, Semantic UI, Tailwind
- **Software/Tools:** Git/GitHub, Jira, Microsoft Excel/PowerPoint/Word, Adobe Photoshop/Illustrator, Google Web Designer, Lens Studio (Snap AR), Postman API
- **Soft Skills:** Creativity, Communication, Leadership, Time Management, Strategic Thinking

Work Experience

Publicis Media, Bengaluru KA

Aug 2021 – Present

Associate Manager – Frontend (Digital Media)

- Creating impactful digital assets like websites, email templates and DCO creative banners for global GSK brands using frontend technologies & frameworks
- Designing immersive AR filters in Snapchat's Lens Studio and creating custom 3D animations using Three.js
- Customizing and maintaining an internal scrum environment in Jira, pulling reports for project tracking and performance

Skills Learnt: Bootstrap, Semantic UI, Tailwind, Augmented Reality, Three.js, Google Web Designer, Lens Studio

Jivox, Bengaluru KA

June 2019 – Aug 2021

Associate Developer

- Collaborated with cross-functional teams to execute social media campaigns for renowned brands like Unilever, Nike, Mazda, Marriott Hotels, etc. which included building responsive landing pages and HTML5 creative banners
- Used Postman API to test JSON/XML data, track calls and ensure dynamic values reflect properly among 100k+ creatives used for different marketing campaigns
- Leveraged Jivox's internal IQ platform to personalize content delivery based on audience, yielding substantial increases in click-through and conversion rates

Skills Learnt: AJAX, jQuery, GSAP, Project Management, Postman API, PaaS

Jivox, Bengaluru KA

Dec 2018 – June 2019

Web Development Intern

- Crafted visually appealing splash pages and HTML5 banners for diverse social media platforms
- Collaborated closely with cross-functional teams to address client requests in an agile development environment, providing effective solutions and support
- Integrated with third-party services and APIs in production to run functionality based on data triggers like weather, geolocation etc.

Skills Learnt: HTML5, CSS3, JavaScript, API Integration, Website Responsiveness

Awards and Recognitions

- **Extra Mile Award** (Aug '22) - Received Kudos for outstanding performance and project excellence
- **PGD Hacklabs** (Dec '21) - Built a fully functioning internal job portal website prototype for Publicis employees

Education

Rungta College of Engineering & Technology, Bhilai CG
Bachelor of Engineering in Computer Science

2014-2018