

Satyanarayana Pechetti

Web Designer / Developer

LinkedIn: <https://www.linkedin.com/in/satyapecthetti/>

E-Mail: satya5782@gmail.com

Portfolio: <https://satyapecthetti.github.io/satyaportfolio.github.io/>

Mobile: +971 557481813

PROFESSIONAL SUMMARY

With over 10 years of experience as both a web designer and developer and specializing in creating visually appealing and highly functional websites that deliver exceptional user experiences. It possess a unique blend of design creativity and technical development skills, making capable of translating design concepts into fully responsive, interactive websites. Proficient in **HTML5**, **CSS3**, **JavaScript**, and **modern web frameworks**. Excelled in both front-end design and development.

EDUCATION

B.Sc. (Computer Science), from **Andhra University**.

CERTIFICATION

Diploma in **Web Design** and **Graphic Design** from **APTECH** Computer Education.

Design Skills:

- **UI/UX Design:** Creating intuitive, visually appealing user interfaces and enhancing user experience.
- **Responsive Web Design:** Ensuring websites are optimized for mobile, tablet, and desktop viewing.
- **Wireframing & Prototyping:** Developing mockups and interactive prototypes using tools like Figma, or Adobe XD.
- **Typography & Color Theory:** Applying design principles to create aesthetically pleasing and accessible websites.
- **Adobe Creative Suite (Photoshop, Illustrator, XD):** Creating graphics, images, and assets for use in web projects.
- **Design Systems & Style Guides:** Creating reusable components and maintaining consistency across projects.

Development Skills:

- **HTML5 & CSS3:** Building the structure and styling of web pages with semantic markup and modern CSS techniques.
- **JavaScript (ES6+):** Enhancing website interactivity and dynamic content handling.
- **Front-End Frameworks:** Experience with React or Vue.js to develop scalable, interactive user interfaces.
- **Version Control (Git/GitHub):** Managing codebase versions, collaborating on projects with teams, and deploying updates.
- **JavaScript Libraries & Tools:** Working with **jQuery**, **Bootstrap** for faster development.
- **CMS (WordPress):** Designing and developing websites with content management systems.
- **SEO Optimization:** Ensuring websites are optimized for search engines through semantic markup and page performance.
- **Cross-Browser Compatibility:** Ensuring websites function and display properly across different browsers and devices.
- **Performance Optimization:** Reducing load times through techniques like minification, lazy loading, and CDN integration.
- **Basic Backend Knowledge:** Familiarity with server-side technologies (Node.js, PHP, and database management (MySQL)).
- **Testing & Debugging:** Using tools like Chrome DevTools, Lighthouse, and unit testing frameworks to debug and improve performance.

Soft Skills:

- **Collaboration & Teamwork:** Working with cross-functional teams (developers, product managers, designers).
- **Problem-Solving:** Identifying design and development issues and implementing efficient solutions.
- **Project Management:** Managing multiple web projects, timelines, and client expectations.
- **Adaptability:** Staying up-to-date with evolving design trends, technologies, and industry best practices.

PROFESSIONAL EXPERIENCE

Web Developer | Inox Arabian Technical Services LLC | DUBAI | June 2019 to October 2023

Responsibilities and Achievements

- Built front-end components for the 3D-based website of the Mbaye project of the company using HTML, CSS, Bootstrap, JavaScript, JQuery and Vue.js in Laravel environment.
- Wrote clean, scalable, and efficient code that meets project requirements and ensures compatibility across all browsers and all devices. Implement the visual and interactive elements of websites based on designs.
- Redesigned and developed a company's corporate website using modern web standards, improving mobile responsiveness and reducing load times by 50%, which resulted in a 15% increase in organic traffic.
- Optimized site performance by implementing lazy loading, minifying CSS/JS files, and utilizing a content delivery network (CDN), resulting in a 40% reduction in page load time and a 10% boost in search engine rankings.
- Keep the website up-to-date with emerging technologies and industry trends, and propose innovative solutions to enhance website functionality and user experience.
- Strong command of visual design capabilities including composition, layout information hierarchy, typography and color combination.
- Created high quality wireframes, user flows, banners, flyers, and flat icons with good sense of colors with latest design trends.
- Used version control systems (e.g., Git) to track and manage code changes. Participate in collaborative workflows for development, such as branching, merging, and code review.
- Successfully collaborated with cross-functional teams (marketing, product, and engineering) to launch a new product landing page, resulting in a 20% increase in product sign-ups within the first month.

Senior Web Designer | Resource Point Technical Services LLC | INDIA | November 2016 to May 2019

Responsibilities and Achievements

- Developed OrthoMinds, an orthodontic practice management software company and Fayetteville orthodontics websites using HTML, CSS, JavaScript, JQuery, Bootstrap. Designed wireframes using Photoshop.
- Designed and developed a multilingual website for a global brand, increasing international traffic by 50% and improving user engagement across multiple regions.
- Maintained websites ensuring high-performance, scalability, reliability, and integrating data from various back-end services and databases. Integrate APIs and external services to enhance web functionality.
- Keep the website up-to-date with emerging technologies to enhance website functionality and user experience.
- Created High Quality wireframes, user flows, banners, brochures, flyers, logos and flat icons with a good sense of colors with the latest design trends.
- Used version control systems (e.g., Git) to track and manage code changes. Participate in collaborative workflows for development, such as branching, merging, and code review.
- Collaborated with a marketing team to implement SEO (optimize the website content (Images, Code)).
- Dedicated to delivering seamless, engaging digital experiences by combining the art of design with the science of development, ensuring a perfect balance between aesthetics and functionality.

Web Designer | Choice Software LTD | INDIA | November 2013 to October 2016

Responsibilities and Achievements

- Created over 50 wireframes and detailed visual designs, ensuring cohesive color schemes that enhanced user engagement metrics by improving click-through rates on landing pages across all devices.
- Involved in converting PSD to Responsive Website (works in all Devices).
- Enhanced Dropdown menu and animated slider using JQuery.
- Add validations to forms as per client requirement.
- Placed google API's according to company requirement.
- Managed website speed optimization (google speed, image optimization, script optimization and scalability).