**Satyanarayana Pechetti**

Web Designer / Developer

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**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, land 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, brochers, 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 J Query.
* 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).