

## **Smrithi Jacob**

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### **Professional Profile**

A results-driven web developer with a strong background in front-end and back-end technologies, including HTML5, CSS3, and Javascript; proficient in responsive web design and modern frameworks such as React; skilled in database management using SQL and MongoDB. Adept at debugging and troubleshooting to optimize website functionality and enhance user experience. Strong collaboration and communication skills, coupled with a keen ability to analyze client needs to curate efficient, high-performance web applications. Taking web accessibility into consideration for all, and additionally, including SEO strategies in website content. Previous experience as a team lead ensures leadership and problem-solving skills.

### **Key Competencies**

HTML5, CSS3, Bootstrap, React, Javascript, JQuery, NodeJs, PostgreSQL, MySQL, User Interface Design, User Experience Design, Web Accessibility Design, Responsive Web Design, Visual Design, Graphic Design, Prototyping, Github, Content Strategy, SEO, SEM, Testing, Debugging

Excel, WordPress, Drupal, Google Analytics, Google Search Console, Keyword Research Tool, Trello, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Figma, Arduino, Processing, Unreal Engine, Audacity, Reaper, 3Ds Max, Blender, Touch Designer

Problem-solving, Creative Thinking, Project Management, Time Management, Leadership, Critical Thinking, Adaptability, Communication, Enthusiasm, Collaboration

### **Education**

**MSc (Masters of Science) in Interactive Digital Media (School of Computer Science & Stats) at Trinity College Dublin, 2022-2023.** Relevant courses: Web Authoring For Digital Media, Programming For Digital Media, Visual Computing & Design

**BTech (Bachelor of Technology) in Computer Science at National Institute of Technology Karnataka, 2013-2017.** Relevant courses: Programming, Web Development, Data Structures

### **Relevant Projects**

**Card-Stax: E-Business Card Sharing (2016):** A platform wherein people can share their business cards by scanning a QR code that works across Android and iOS phones. Programming languages used: Java and Swift.

**Design Thinking Project (2018):** Creating customer-centric content when clicking on relevant content on the Reliance Retail webpages.

**Hidden Gems Website (2023):** A responsive website on some of Ireland's must-visit areas. Programming languages used: HTML5, CSS3, Bootstrap, Javascript.

**Image Sharing Website (2023):** Much like Instagram, an image-sharing website wherein one could upload images, like, and comment on other account's images.

Programming languages used: HTML5, CSS3, Bootstrap, Javascript, NodeJs, Express, PostgreSQL.

## **Career History**

### **June 2019 - Aug 2022 – Content Marketing Lead – Headout**

- Headout is an e-commerce platform that provides curated experiences worldwide
- Managed a team of 5 that took care of Hedout's content
- Worked with Content Management Systems like WordPress
- Used Google Analytics, Search Console, etc. that help track webpage performance

### **Dec 2017 - Dec 2018 – Content Curator – Reliance Retail**

- Reliance Retail is one of India's biggest retailers and has a lively online presence
- Responsibilities included helping curate content for the website, performing hygiene checks, and collaborating with the design team for layout changes

## **Additional Experience**

### **Oct 2023 - Current – Ireland Point of Contact – Justice Initiative**

- The Justice Initiative is an NGO that promotes justice for victims of child abuse
- Responsibilities include generating awareness of their current petition by organizing exhibitions in Ireland

### **Dec 2022 - Current – Supervisor – Eddie Rockets**

- Part-time role as a waitress/supervisor at Eddie Rockets, Dame Street

### **Jan 2019 - June 2019 – Website Specialist – UNICEF Eritrea**

- Wireframing the website and coming up with a strategy for content
- Worked with Content Management Systems like Drupal

## **Languages**

English, Hindi, Malayalam