

Tarun Verma

Noida

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Professional Summary

Dedicated and forward-thinking Web Developer with a strong foundation in front-end technologies and over 3 years of experience in freelance web development and graphic design. Adept at transforming design concepts into functional, high-performing websites. Possess a deep understanding of responsive UI/UX principles, cross-browser compatibility, and SEO best practices.

In addition to development expertise, I bring a solid background in graphic design, having worked extensively on brand identity, digital creatives, social media design, and apparel graphics. My dual capability in both design and development allows me to deliver visually engaging and technically sound solutions. Currently transitioning full-time into web development while leveraging my creative design background for more intuitive and user-centric builds.

Core Competencies

- Languages: HTML5, CSS3, JavaScript, PHP
 - Frameworks & Libraries: Bootstrap, React (Basics), Tailwind, Express
 - CMS & Platforms: WordPress, WooCommerce, Elementor, Shopify (Basics)
 - Tools: Git, GitHub, Figma (Basic), Adobe XD, Chrome DevTools
 - Design: Adobe Photoshop, Illustrator, Lightroom, Motion Graphics (GIFs & Ads)
 - Other: Website Performance Optimization, Responsive Design, SEO Integration, Hosting & DNS Management
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Professional Experience

Graphic Designer

Lazy Lush – Fashion Apparel Brand

Mar 2025 – Present

- Design T-shirt graphics specifically for the DTF (Direct-to-Film) printing process with precision and high visual impact.
- Create professional product Mockups used for e-commerce listings, social media, and internal reviews.
- Collaborate with product and marketing teams to align each design with seasonal trends and brand identity.
- Prepare technically accurate, print-ready files optimized for textile output.

Graphic Designer

Aalim's Media – Apparel & Fashion

Jun 2024 – Mar 2025

- Designed unique T-shirt graphics compatible with puff print, patchwork, and stone wash treatments.
- Coordinated with the production team to ensure print accuracy and design-to-garment feasibility.
- Blended contemporary fashion aesthetics with functional production techniques.

Freelance Web Developer & Graphic Designer

Remote | Nov 2023 – Jun 2024

- Built responsive and SEO-optimized websites using WordPress, Elementor, and custom HTML/CSS/JS.
- Delivered full-brand solutions, including logo design, website visuals, and social media graphics.
- Provided domain, hosting setup, and technical maintenance services for multiple clients.

Intern – Web Design, Digital Marketing & Graphic Design

AK Digital World

Sep 2022 – Oct 2023

- Learned and assisted in WordPress website design, SEO strategies, and basic ad campaigns.
- Designed creatives for digital marketing campaigns including social media ads and email banners.
- Contributed to real-time client projects under supervision, improving both design and digital marketing skills.

Freelance Graphic Designer

Remote | Jan 2021 – Sep 2022

- Worked with Start-ups and small brands to create logo designs, branding kits, and social media creatives.
- Specialized in eye-catching visuals for Instagram and print-based marketing.
- Developed visually strong content aligned with client goals and brand messaging.

Selected Projects

Clothing Brand E-Commerce Website

- Full-stack WordPress website with integrated WooCommerce, responsive design, payment gateway, and order tracking.
- Designed branding and marketing visuals for web and social use.

Portfolio Website

- Built a personal web portfolio using custom HTML, CSS, and JS.
- Included interactive galleries, animations, blog integration, and responsive layout.

Landing Pages & Microsites

- Delivered high-conversion landing pages for marketing campaigns with optimized loading times and visual appeal.
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Education

Bachelor of Computer Applications (Pursuing),
IGNOU
Year of Completion: 2026

Certifications & Courses

- Digital Marketing – AK Digital World
 - Graphic Designing – AK Digital World
 - Web Development – AK Digital World
 - Deloitte Job Simulation – Deloitte
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Soft Skills & Strengths

- Creative Problem Solving & Debugging
 - Strong Communication & Client Collaboration
 - Detail-Oriented & Deadline-Driven
 - Brand Thinking + Visual Storytelling
 - Self-Learner with Strong Adaptability
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Declaration

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

Tarun Verma