**SHRUTI UPADHYAY**

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## OBJECTIVE

Seeking a software designer position where creativity and commitment to excellence will have valuable application.

**PROFESSIONAL SUMMARY**

* Engineering Graduate in Information Technology with hands on experience of **6 years** in **UI/UX Designing.**
* Proficient in Photoshop, fireworks, illustrator, Wireframing, Sketch3, Prototyping
* Innovative, highly creative, good at thinking 'out of the box'
* Good knowledge of Search engine optimization concepts.
* Mobile User experience design.

**TECHNICAL SKILLS**

|  |  |
| --- | --- |
| Multimedia | Photoshop,fireworks, illustrator, Wireframing, Sketch 3,Indesign,Infographic |
| Prototyping Design | Flinto |
| Operating System | Windows,Mac |
| Others | SEO(on page and off page),Mobile User experience design |

**1.Tech Mahindra**Sr. Graphics Designer

Mumbai, M.H.                                                                                         April 2015 – June2017

* Managing, producing and designing projects from brief to fulfillment
* Designed some key functionality websites like Club Mahindra holiday, Entrée, Telstra.
* Graphic design skills include creating and modifying layouts of website.
* Create, plan, prepare, design and generate a wide variety of visual materials
* Ensuring consistency in a client’s corporate and promotional brands
* Determined the size and arrangement of illustrative material for marketing purposes

**2.Vaaytech Pvt Ltd**UX Designer

Indore, M.P.                                                                                         Oct 2013 – April 2015

* Designed some key functionality websites like restaurant, event, and product based etc.
* Overseeing design & managing creative, reviewing creative briefs for accuracy & clarity, establish and commit to artwork deadline.
* Monitor and analyze Web site activity, traffic and key metrics and SEO techniques.
* Graphic design skills include creating and modifying print pieces such as logos, e-flyer, advertisements, brochures, hoarding, and poster.
* Build and customized the iPhone and android application design.
* Created screen flows and mock-ups to define the user interface
* Created interactive prototype to show user navigation

**3.Maikal Infotech Pvt Ltd**Web-Designer

Indore, M.P                                                                                         April 2012- Oct 2013

* Researching new market trends for web designing and making recommendations.
* Expertise in requirement gathering and client communication.
* Proficient in creation of various types of websites like corporate, education, flour foods websites.
* Designed new web interfaces, layouts and site graphics according to market trends.
* Held responsible for visualizing the pixel to pixel quality of graphics saturation, look/feel.
* Created/edited images sent by client using Photoshop and designed promos for their products.

**4.Laabhaa Technologies**SEO andWeb-Designer

Indore, M.P                                                                                         April 2011- Jan2012

* Researching new market trends for web designing and making recommendations.
* Expertise in requirement gathering and client communication.
* Proficient in creation of various types of websites like corporate, medicals, religion, school websites.
* Designed and developed new web interfaces, layouts and site graphics.
* Fundamental, technical knowledge of HTML and css.
* Responsible for quality assurance of finished websites including validation of web forms and links.
* Implemented search engine-friendly website which generated and increased significant amount of traffic
* Created graphics including envelope and logos using Coral and Photoshop.
* Conduct and apply industry specific keyword analysis to write ads blogs, press releases, directories submission SEO article classified and product description to increase inbound link and achieve optimal SEO.
* Assess the effectiveness of SEO marketing campaigns and adjust according to client marketing goals.

**5.TITUS InfoTech Ltd** Software developer

Ujjain, M.P                                                                                         Dec2010- April2011

* Designed and Implemented Point of Sale web site for selling products online.
* Used 3tier architecture and worked on all three layers including front end, application server and backend database
* Implemented core modules like authentication, logging, error processing.
* Beautifully designed and implemented front end using AJAX.
* End to end debugging and testing.

## EDUCATION

PGDIT [Information Technology] from Symbiosis Pune, India in 2013.

## B. E. [Bachelor of Engineering] from Rajiv Gandhi Technical University Bhopal, India in 2010

H.S.C. [Higher Secondary Certificate] from M.P.B.S.E., India in 2006

S.S. [Senior Secondary] from C.B.S.E, India in 2004