

# Keshav Kumar Jha

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## SUMMARY

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A creative UI/UX Designer and Frontend Developer focused on building intuitive, engaging, and responsive user interfaces. Highly skilled in translating complex logic into clean, pixel-perfect code using **Next.js**, **TypeScript**, and **Tailwind CSS**. Proficient in the end-to-end design process, from user research and wireframing in **Figma** to prototyping and usability testing.

## SKILLS

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<b>UI/UX Design</b>	Figma, Wireframing (Low/High-Fidelity), Interactive Prototyping, User Research, Usability Testing, User Flow Design, Brand Identity
<b>Frontend</b>	<b>Next.js</b> , <b>TypeScript</b> , React.js, <b>Tailwind CSS</b> , JavaScript (ES6+), HTML5, CSS3, Responsive Design
<b>Other Technologies</b>	Python, SQL, Docker, Redis, Git, GitHub

## UI/UX & FRONTEND PROJECTS

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### GiftVibes (E-commerce UI/UX & Frontend Lead)

- Designed intuitive user flows and a clean UI for B2B/B2C customers, from initial wireframes to high-fidelity, interactive prototypes in **Figma**.
- Wrote clean, responsive, and pixel-perfect frontend code using **Next.js**, **TypeScript**, and **Tailwind CSS**, ensuring visual consistency with the brand's design language.
- Conducted user research to define product-market fit and iterated on designs based on **usability testing** feedback to improve conversion paths.
- Collaborated with (myself as) the backend developer to integrate APIs and translate complex business logic into a simple, user-friendly interface.

### Kiskax (Reddit Bot Dashboard UI/UX)

- Designed and prototyped a user-facing admin dashboard in **Figma** to track community engagement metrics, translating complex bot logic into a digestible, user-friendly interface.
- Built the responsive dashboard frontend using **React.js**, **TypeScript**, and **Tailwind CSS**, focusing on clean code and data visualization.
- Managed all user feedback and bug reports, conducting informal usability tests to rapidly iterate on the UI and improve the admin experience.

## OTHER EXPERIENCE

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### Freelance Social Media Specialist

Oct 2025 - Present

- Managed social media strategy, content creation, and ad campaigns for multiple clients (SNK Global, AeonManpower, IMB360) to grow community engagement.
- Collaborated directly with startup founders to develop content that adhered to their brand's design language and voice, providing regular performance reports.

## EDUCATION

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2022 - 2026 (Expected) Bachelor's Degree at **Guru Gobind Singh Indraprastha University (GGSIPU), Delhi**

Last updated: November 5, 2025