VIMAL VINAYRAJ

Website Developer / Graphic Designer

Dubai, UAE

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Professional Summary

Creative and detail-oriented frontend with 6+ years of experience in graphic design, web development, SEO optimization, and digital campaign management. Adept at producing visually compelling content for both digital and physical platforms, managing website updates, and improving online visibility through data-driven SEO strategies.

Skilled in React.js, Vue.js, and WordPress development, with expertise in creating user-friendly UI components, managing state, integrating Node.js–based REST APIs, and optimizing web performance. Familiar with Angular fundamentals, including components, modules, data binding, directives, and services. Strong collaborator with experience translating business requirements into functional, visually appealing web pages.

Key Skills

- Graphic Design: Adobe Photoshop, Illustrator, InDesign, Canva, Video Editing
- Web Development: WordPress, HTML5, CSS3, JavaScript, React, Vuejs, Angular, REST API Integration
- SEO & Analytics: Keyword research, on-page SEO, Google Analytics, SEO reporting
- Digital Campaigns: Social media content, banners, infographics, promotional materials
- Project Management: Cross-functional collaboration, multi-project handling, deadline-driven execution

Professional Experience

Cohub Real Estate L.L.C / Trident Nexus Business Center – Dubai, UAE

Web Developer / Graphic Designer | September 2023 – Present

1. Designed and produced high-quality digital assets, including banners, infographics, social media visuals, and promotional content, ensuring brand consistency across all channels.
2. Collaborated with internal teams and external vendors to conceptualize and execute creative campaigns tailored to target audiences for Digital Marketing.
3. Managed the digital asset library, ensuring all images, videos, logos, and press materials were organized and easily accessible.

4. Led SEO optimization: keyword research, on-page updates, meta-data optimization, and performance tracking via Google Analytics, improving website visibility.
5. Also run Meta Campaigns for lead generation.
6. Designed, developed, and maintained the official company website using WordPress, ensuring modern, responsive UI/UX.
7. Maintained semantic HTML, modular CSS, and reusable components for scalable and maintainable code.
8. Collaborated with management and stakeholders to translate business requirements into functional web solutions.

WoodPecker Data Analysis – Dubai, UAE
Front-End Developer / Graphic Designer | June 2022 – August 2023

1. Developed and maintained responsive web pages using HTML, CSS, JavaScript, and VueJS, ensuring cross-browser compatibility and mobile responsiveness.
2. Created visually compelling UI elements and graphics for client dashboards and marketing campaigns with Figma.
3. Assisted in SEO optimization for client websites, implementing on-page SEO improvements and tracking performance metrics.
4. Worked closely with clients to ensure website updates and digital content aligned with business objectives.
5. Developed interactive UI interfaces and reusable components following component-driven architecture.
6. Worked with domain-specific APIs involving transactional and rule-based business logic, including betting-related workflows.
7. Created reusable UI components following a component-driven architecture.

Discovery Building Materials Trading LLC / Magic Homes – Dubai, UAE
Web Developer
November 2017 – February 2022

1. Design, develop website and add more appealing features.
2. Designed concepts using AdobeXD.
3. Converted PSD/AdobeXD to HTML.
4. Translated the UI design in WordPress using Elementor, WooCommerce, Payment gateway etc.
5. Used WordPress, HTML5, CSS3 and JavaScript to develop websites that are compatible between all browsers.
6. Created reusable UI components following component-driven architecture.

Diya systems pvt ltd - Mangalore, India
Web Administrator
Jan 2015 – Jun 2017

1. Developing website as per client requirement under instruction of Project Manager which includes static website.
2. CMS application installation help like WordPress, Prestasop, Joomla etc.
3. Create HTML email templates.
4. Designed custom graphics and guided clients with various SEO features and implemented them in website.
5. Having strong management skills to work efficiently with web designers, UI developers & other team members.
6. Accessing Mysql databases and edit the tables for client as per requirement.

Education & Certification
- BSc in Computer Science – Swami Vivekananda University
- Full-Stack Web Development Certification – Astrolabs, Dubai

Additional Attributes
- Languages: English, Hindi, Malayalam and basic Arabic Languages.
- Nationality: India