VARSHA YADAV

Senior Web Designer

Ensures that all work activities are performed effectively, within time and budget parameters, and according to quality standards

Contact

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Education

● **Metric**

B N N Sarvodaya Kanya Vidyalya
2009-2011

khera kalan Delhi-110082

● **Diploma of Computer**

Gyan Ganga Polytechnic
2011-2014

HSBTE Panchkula

● **Bachelor of Technology**

Kurukshetra University
Kurukshetra

2015-2018

KITM Kurukshetra

● **Certification**

Certified Web Developer by Edureka with Grade A

Experience

● **Web Designer**

Selling Simplified India Pvt Ltd.Jan 2018 - Aug 2022

Design is not just what it looks like and feels like. Design is how it works.

● **Senior Web Designer**

Selling Simplified India Pvt Ltd.Aug 2022 - Till now.l

Create clear and pixel perfect designs across web and native application projects

Language

Hindi

English

Personal Profile

D.O.B : 25July 1994
Father's name: Jai Bhagwan Yadav

Gender: Female
Nationality: Indian

Skills

HTML 5	●●●
CSS3	●●●
Javascript	●●●
Photoshop	●●○
Jquery	●●○

Expertise

- Converting PSD to HTML

- Collaborated with UX/UI designers to create visually appealing and user-friendly interfaces

- Designed, developed, and maintained responsive websites using HTML5, CSS3, JavaScript

- Mentored junior developers, providing guidance on best practices, code reviews, and troubleshooting techniques.

Tools

- Litmus:- To test the pages in different different clients like outlook, yahoo, Iphones and many more.

- Vscode:- Visual Studio Code is a code editor redefined and optimized for building and debugging modern web and cloud applications.

- Filezilla:- The free FTP solution for both client and server. Filezilla is open source software distributed free of charge.

Experience

- Designed and developed customizable templates including website themes, email templates, landing pages and presentation layouts.

- Collaborated with cross-functional teams, including UX/UI designers and developers, to ensure templates meet design standards and technical requirements.

- Created microsite project to train new members and juniors so they can get an overview of all the functionality we use and the overall work flow of our team.

- Worked and maintained fully responsive and interactive website pages of the company

- Developed and maintained various newsletters of different regions.

Projects

- **HTML:-** Create HTML templates and templates for customers like AWS, Oracle, dell technology, salesforce and many more. Developing and maintaining company websites for various regions.

- **CSS:-** Style HTML templates and templates for customers like AWS, Oracle, dell technology, salesforce and many more. Developing and maintaining company websites for various regions.

- J**avascript:-** Creating landing pages as per the requests of clients like Salesforce, Dell, IBM and many more. Developing company website and making it highly interactive using JS Uploading and maintaining pop-ups as per customer requirements such as email, phone and questionnaire pop-ups

- **Visionayr:-** A different kind of trackable smart page, on which we create trackable assets, which have a trackable link and tracking code, which tracks the user's activity whether the user has opened it or not. How many pages have been read and also we provide custom question answer feature there. We are tracking how many times the user has opened it and we manage to show related properties in suggestions according to the property category or program type.

- **Internal Project:-** Building and managing a website called a microsite for internal team training, which eased our organization's efforts to train new employees, including the overall workflow Here we designed the text to be easy to understand and intuitive for employees . Images and videos have been used, and we're keeping an eye on any new functionalities we come across. For this we used HTML and CSS and created images in Photoshop and recorded the video and uploaded it to the vimeo platform.

- **Photoshop:-** Create logos, banners and thumbnails and PAs as per client's requirements.