**JASMEET SINGH**

**Place:** Bangalore, India

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**UI/UX Designer and Web Analyst**

Seeking a challenging opportunity that recognizes and utilizes my true potential while nurturing my skills in the fields of web designing and online web analytics.



**SUMMARY OF SKILLS**

* Competent, diligent and result oriented professional with an experience of over **6 years** as a **UI/UX Designer and Web Analyst.**
* Proficient in designing and creating solutions for web applications using **Adobe Photoshop, Illustrator and Elements.**
* Quality skills in the field of **Digital Marketing, Analytics, SEO, Social media marketing, Online Marketing**.
* Experience in web technologies such as **HTML and CSS**.
* Initiating, administering and executing across a portfolio of projects harmonizing technical needs with business realities including Conceptualization, Designing, Development, Testing, Implementation, Maintenance and Support.
* Excellent time management skills with proven ability to work accurately and quickly prioritize, coordinate and consolidate tasks, whilst simultaneously managing the diverse range of inputs from multiple sources.

**Technical Skills**

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| Software Tools | Adobe Photoshop, Adobe Illustrator, Adobe Elements, MS Office |
| Retail Tools | WMS, Oracle - RMS, RPAS, RDF, CMS - Magento |
| Programming | HTML, JavaScript, CSS, SQL, Unix |
| Operating Systems | Windows XP/W7/W8 |
| Domain Experience | Supply Chain - Warehousing & Logistics |
|  | Banking & Finance |

**Functional Skills (Supply Chain/ Logistics)**

* Managing core foundation data such as suppliers, locations and hierarchies.
* Expertise in Item maintenance across all verticals and grouping and mass maintenance tools.
* Managing operations and centralized inventory across all channels.
* Complete retail stock ledger supporting cost and retail methods of accounting.
* Maintaining customer relationship and support.



**PROFESSIONAL EXPERIENCE**

**HCL TECHNOLOGIES June ‘13- Till Date**

**Consultant**

* Worked as UX designer, key responsibilities included Web Designing, User Interface Designing, SEO, Social Media Marketing, Customer Engagements and Online Analytics.
* Analyzing and Designing new modules using design tools such as Adobe Photoshop and Illustrator comprising banner designing, online ad-campaigning and marketing.
* Developing and Maintaining web applications using HTML and CSS.
* Gaining an insight into the various online business models and advertising eco-system.
* Studying the influences of Search, Display and Contextual advertisements.
* Using Online Web Analytic tools for understanding and optimizing web usage.

**TATA CONSULTANCY SERVICES Aug ‘08- May ‘13**

**IT Analyst**

* Deftly using design tools and technologies for achieving objectives.
* Experience in software designing, development, testing and maintaining applications.
* Analyzing requirements from client and preparing functional and technical specifications.
* Web Designing, coding, validating and integration.
* Mentor, guide, motivate and direct the team while driving them to achieve project metrics and requirements.
* Designing the solution around the product and presenting deliverables in accordance with the standard business requirements. Involved in brainstorming sessions, database design, development, testing, implementation and maintenance of several web based applications.
* Providing technical support to team members and resolving issues.
* Experience in understanding, writing and executing Test Cases.
* Maintaining communication with Customer for genuine queries and other departments for smooth execution and delivery.
* Gaining exposure in end-to-end development of software products from requirement analysis to system study, designing, coding, testing, debugging and system integration.
* Participating in smooth implementation of project and extending post-implementation, application maintenance and technical support.
* **Appreciated by Senior Management/Customer for proactively handling application issues.**

**EDUCATIONAL CREDENTIALS**

**B.Tech, Information Technology, 2008**

Vellore Institute of Technology, Vellore, Tamil Nadu

**Higher Secondary, 2003**

Modern School, New Delhi

**Secondary, 2001**

St. Kabir Public School, Chandigarh

**Academic Project Undertaken**

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| **Title** | Web Crawler |
| **Customer** | Internal |
| **Synopsis** | The use of relevancy context graph technique to implement web crawler and to optimize the search results by crawling on on-topic and off-topic documents in order to assign the relevancy degree - rank to each document on the basis of their word distribution calculations. |



**Date of Birth:** 14th July, 1985

**Passport No:** H0739064; **Date of Expiry**: Sept 2018, New Delhi

**Reference:** Available on Request

**ANNEXURE A**

**Projects Undertaken**

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| **Title** | Cisco - IAC |
| **Customer** | Cisco |
| **Synopsis** | To design and develop the Openstack Environment for Cisco catering to the specific requirements and guidelines laid down by the client keeping it in sync with the Openstack Community. |

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| **Title** | Google PDS |
| **Customer** | Google Inc. |
| **Synopsis** | To understand the Advertisement ecosystem and establish relationships between social media and business. To use web analytics as a source for data analysis and optimizing web usage. |

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| **Title** | BTFG BT PIP/SPR |
| **Customer** | BT Financial Group Pty. Ltd, Australia |
| **Synopsis** | The BT Financial Group (a part of the Westpac group) is one of the leading Fund Managers of Australia. To use online analytics to help in monitoring and adapt to the customer's behavior. |

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| **Title** | Global Client Screening (AML) |
| **Customer** | Royal Bank of Scotland (Onsite) |
| **Synopsis** | To introduce the Global Client Screening program into the RBS Group to provide a single platform for all AML client screening systems. To design modules - banners, newsletters, questionnaires for customer engagements through media. |

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| **Title** | Numonyx/Micron |
| **Customer** | ST-Micro, Numonyx, Micron |
| **Synopsis** | To setup the IT Landscape of Numonyx and to provide the complete web support post-implementation. |

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| **Title** | Oracle Retail Planning / Demand Forecasting, RMS |
| **Customer** | J S Information Systems Ltd (Sainsbury), UK |
| **Synopsis** | Oracle Retail Demand Forecasting has been implemented to derive Sales Forecast derived from history data so as to maintain sufficient stock quantity at all times to fulfill service level goals and maximize inventory gains. Oracle Retail Merchandise Financial Planning provides flexible and easy-to-use financial planning solution templates that enable retailers to create high-level, strategic and low-level, detailed financial business plans. Oracle Retail Merchandising System enables many of the best retailers in the world to better manage, control and perform crucial day-to-day merchandising activities with ease. |

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| **Title** | Catalyst – Warehouse Management System |
| **Customer** | Catalyst International Inc, US |
| **Synopsis** | The Catalyst warehouse management system (WMS), is a key part of their supply chain and primarily aimed to control the movement and storage of materials within a warehouse and the processes and associated transactions, including shipping, receiving, putaway and picking. The systems also directed and optimized stock putaway based on real-time information about the status of utilization. |

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