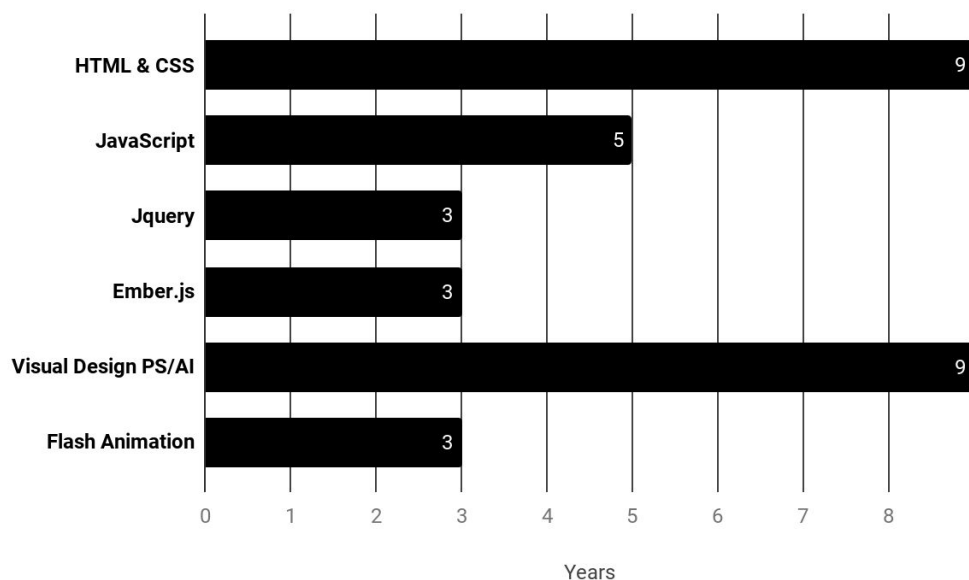# ARUN MAXWELL JERRY UI DEVELOPER - **9+** Years of experience

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AREAS OF EXPERTISE

HTML5, Vanilla Javascript, SPA (Single Page Application), Progressive Web Application, MVC Frameworks, Emberjs, object oriented javascript, stacks and queues, JQuery, local storages, cookies, CSS3, SCSS, Responsive CSS, Bootstrap, W3C Web Accessibility Standards, Web developer tools, Quick debugging.

EXPERIENCE CHART

Skill	Years
HTML & CSS	9
JavaScript	5
Jquery	3
Ember.js	3
Visual Design PS/AI	9
Flash Animation	3

Years

KEY SKILLS

- Fluent in the essential front-end web development languages, i.e., HTML, CSS and JavaScript.
- Expert in responsive web design to create applications that automatically conform to multiple screen sizes/devices.
- Worked on MVC patterns for product development and am presently working on Ember.
- Conduct usability testing to identify and fix UI issues, and gather real-world intelligence from target users.
- Collaborate with business and IT decision makers to discuss user interface requirements and brainstorm UI ideas.
- Use visual aids such as wireframes, storyboards and UI flow charts, to plan and present user interface designs.
- Are familiar with popular content management systems (CMS), e.g., WordPress, Joomla!, Magneto & osCommerce.

- Wield their knowledge of Search Engine Optimization (SEO) to develop search-friendly websites and interfaces.
- Keep current with the latest trends and best practices of UI/UX design and HCI (human-computer interaction).
- UI development managers need superior soft skills in areas like verbal/written communication, team leadership and project management, to effectively communicate with business decision-makers and subordinates.

APPLICATION & FRAMEWORKS

- HTML 5/ CSS 3
- Vanilla Javascript
- Ember js 2.18 (Flexible to adopt new languages / frameworks)
- Adobe Illustrator, Photoshop, Sketch.

ACADEMICS

UG - BSc Bachelor of Computer Science - Loyola College Chennai – Pass out - 2010 May pass out
PG - MCA Master of Computer Application - Anna University Distance Education - 2013 pass out
12th Standard State Board –VELAMMAL EDUCATIONAL TRUST– 83%
10th Standard State Board –VELAMMAL EDUCATIONAL TRUST– 82%

FRESHWORKS UI DEVELOPER | 2014 - PRESENT

Started as a branding agent whose responsibilities are to customer freshdesk portal as per the branding guidelines of the customer. This involved designing effort and developing HTML / CSS pages. Also the interactions happened through jQuery.

Later moved to the core development team as **Senior UI developer** for the product and it involved creating UI components in **emberjs** and building end to end features.

Presently leading a squad of 13 members under the freshdesk dev team.

CHALLENGING PROJECTS

- **TRY higher plan:** A try a higher plan than the one that he is subscribed to so that he can see if the higher plan will solve his problems and increase his productivity based on the goals that he selects.

  My responsibilities were to create the base of the project with all the essential components in ember and make an interactable prototype with filters and comparable screen which shows all the plans and their features below beside each other.

  There were many Challenges faced in the project when the customer can be in any older plan than but we have to still make the page look relevant to him alone. I had considered all the features and displayed a unique list of each customer and the experience was welcomed very well and we saved close to 1 Million dollar in a couple of months.

- Churn Reduction was done to ensure the customer who is trying to leave the product has a fair idea of what he might lose and also have given him options that he can use that might directly be dealing with the problem he is facing. Example if the customer is leaving because of the cost we gave him options to downgrade to a lower plan or a monthly plan which will solve his needs and will also eliminate the reason for him to leave. **Reason to leave provided with a counter action that will eliminate the reason.**

  We did AB testing for the approach and it was very tricky to display different versions of the same cancellation page to be shown to 50% of the user.

- Changed the **onboarding** flow based on the customers need.(**Dynamic Onboarding**) If a customer came in through a specific keyword like a 'ticketing solution' we would set that as his priority and order his onboarding flow that gives priority to ticketing. One module that is dynamic enough to address multiple types of the user and it's also built in a way to ensure that its scalable to accommodate numerous cases.

COGNIZANT   VISUAL DESIGNER | 2013 - 2014

Responsibilities are to convert UX screens to Visual Design. Designing for all modern devices such as smartphones, touch screen desktops, phablets and google lense and VR devices.

CHALLENGING PROJECTS
- Worked for UK Metro
- Worked for JPMorgan Chase
  Since they were a financial client I had the opportunity to work on a screen that had over thousands and thousands of elements and interactions that were present on the screen.
- Worked for multiple screen resolutions and improved various use cases for the better experience of the use.

INFOPLUS TECHNOLOGIES   WEB DESIGNER-DEVELOPER | 2010 - 2013

Worked on end to end designing, development and maintaining websites.
Designing Logos for new products. Creating visual experience for the websites / product and using CMS to upload the content.
Building websites, product UI. (**HTML5, CSS3 and jQuery**)
Worked on platforms like, concrete 5, joomla, magento.
Development for a few modules using PHP for a website and also worked on integrating PHP addons on CMS websites.

CHALLENGING PROJECTS
- I was the only person doing end to end work from scratch, which gave me a great experience and confidence.

PERSONAL DETAILS

Arun Maxwell Jerry

8-9-1989

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A14, Sree Prasad Apt, Jeswanth Nagar, Mogappair west, chennai 37.

I hereby declare that the information furnished above is true to the best of my knowledge.

Date: 22-2-2020

CHENNAI

Arun Maxwell Jerry