Ashwin Issac Shaji

UI/UX Designer — Front-End React Developer

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Languages: English (Fluent), Malayalam (Native)

PROFFESSIONAL SUMMERY

Creative and detail-oriented UI/UX Designer and Front-End Developer with 4+ years of experience designing user-centric web applications and interfaces. Proficient in React, JavaScript, HTML, CSS, and Figma, with a strong background in SEO-driven content creation and graphic design. Adept at translating client requirements into visually appealing and functional designs, improving user engagement, and driving business growth.

TECHNICAL SKILLS

- **Frontend Development**: React, HTML5, CSS3, Bootstrap, JavaScript (ES6+)

- **UI/UX Design**: Figma, Adobe XD, Wireframing, Prototyping, User Research

- **SEO & Content Marketing**: On-page SEO, Keyword Optimization, Content Strategy

- **Tools**: Adobe Creative Suite (Photoshop, Illustrator), WordPress, Git, Version Control

PROFFESSIONAL EXPERIENCE

UI/UX Designer

Winnersoft IT Solutions — Kerala, India
May 2020 – July 2021

- Designed and developed user-friendly website layouts and interfaces, improving client satisfaction by 25%.

- Collaborated with marketing teams to implement SEO strategies, increasing organic traffic by 30%.

- Built custom WordPress themes and plugins, enhancing website functionality and performance.

- Created visually compelling graphics for digital and print media, aligning with brand identity and marketing goals.

UI/UX Designer

Techbox Solutions — Coimbatore, India
July 2019 – April 2020

- Developed wireframes and prototypes using Figma and Adobe XD, reducing design iteration time by 20%.

- Implemented responsive web designs using HTML, CSS, Bootstrap, and JavaScript, achieving a 15% increase in mobile user engagement.

- Partnered with editorial teams to optimize content for SEO, resulting in a 25% boost in search engine rankings.

- Delivered high-quality graphic designs for digital campaigns, contributing to a 10% increase in customer conversions.

Graphic Designer

MGS Graphics — Kerala, India
September 2015 – August 2017

- Designed and produced marketing materials for print and digital platforms, ensuring brand consistency across all mediums.

- Collaborated with clients to understand their vision and deliver designs that exceeded expectations.

Java Developer Intern

Spectrum Softtech Solutions Pvt. Ltd. — Kerala, India
May 2015 – July 2015

- Assisted in developing and testing Java-based applications, gaining foundational knowledge in software development.

EDUCATION

Higher Diploma in Digital Marketing

Dublin Business School — Dublin, Ireland
2022 – 2023

Master of Computer Applications (MCA)

MACFAST — Thiruvalla, India
2017 – 2019

Bachelor of Science in Computer Science

IHRD College of Applied Science — Payyapady, India
2012 – 2015

CERTIFICATIONS

- Meta Front-End Developer Professional Certificate: **Introduction to Front-End Development**

- Meta Front-End Developer Professional Certificate: **Programming with JavaScript**

- Meta Front-End Developer Professional Certificate: **Version Control**

- Meta Front-End Developer Professional Certificate: **HTML and CSS in Depth**

DECLARATION

I hereby declare that the above information is correct and true to the best of my knowledge and belief.

Ashwin Issac Shaji