

# Ashwin Issac Shaji

UI/UX Designer — Front-End React Developer

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**Behance:** www.behance.net/ashwinaisc

**Languages:** English (Fluent), Malayalam (Native)

## PROFESSIONAL SUMMERY

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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

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- **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

## PROFESSIONAL EXPERIENCE

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### 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

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### 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

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- 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

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

Ashwin Issac Shaji