SERVESH KUMAR MISHRA

Sr. UI/UX Designer and Developer | Web Designer

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🔗 [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

✉ **Email:** ervservesh@gmail.com

CAREER GOAL:

Creative and user-focused UI/UX Designer and Developer(Web Designer) with 13+ years of experience in designing seamless, accessible, and engaging digital experiences. Skilled in conducting user research, building wireframes and prototypes, and translating insights into functional, aesthetically pleasing interfaces. Adept at applying design thinking principles and *UI development* techniques to solve real user problems and improve usability. Passionate about creating intuitive designs that enhance user satisfaction and drive business outcomes through thoughtful, data-informed *design and front-end development* practices.

PROFESSIONAL SUMMARY:

- *UI/UX Designer and Developer* with 13+ years of experience in crafting user-centric digital experiences across web and mobile platforms.

- 6+ years of solid UX design experience covering *user research, persona development, journey mapping, wireframing, prototyping*, and *usability testing*.

- Skilled in creating interactive *prototypes, mockups*, and scalable *design systems* that align with business goals and improve usability.

- Proficient in *User-Centered Design (UCD)* principles, *heuristic evaluation*, and iterative improvement through feedback and testing.

- Expert in tools like *Figma, Adobe XD, Photoshop*, and in frontend frameworks such as *React.js, Tailwind CSS*, and *Bootstrap* for seamless design-to-code delivery.

- Advanced hands-on experience with *React Query* for real-time data fetching, caching, and background synchronization in scalable interfaces.

- Developed dynamic, modular UI components using *React Hooks, Context API, Redux Toolkit*, and *TypeScript* with a focus on maintainability and performance.

- Strong ability to translate UX research insights into *intuitive, accessible*, and *responsive interfaces* that improve engagement and conversion.

- Specialist in *PSD/XD/Figma to HTML5/CSS3* conversions with pixel-perfect accuracy, *cross-browser compatibility*, and *mobile-first* responsive design.

- Collaborative and agile-ready, using *Git, Azure DevOps, JIRA*, and modern Dev tools to ensure high-quality, timely delivery of UI/UX solutions.

UI/UX SKILLS AND TOOLS:

- *Design & Prototyping:* Figma, Adobe XD, Photoshop.

- *Prototyping:* Wireframes, Mockups, Interactive Prototypes.

- *UI Technologies:* HTML5, CSS3, SCSS, Tailwind CSS, Bootstrap 4-5, JavaScript (ES6+), TypeScript.

- *Frameworks & Libraries:* React.js (Hooks, Context API), Redux Toolkit, REST APIs, React Query.

- *Accessibility & UX:* WCAG 2.1 Standards, Usability Testing, Mobile-First & Responsive Design.

- *Version Control & Workflow:* Git, GitHub, Azure DevOps, Jira, Trello, VS Code.

UI/UX PROJECTS HIGHLIGHTS:

⇒ **E-Commerce Admin Dashboard**
   Tools/Tech: React.js, Redux Toolkit, React Query, MUI

- Designed a **user-centric** admin interface for managing products, orders, and users, focusing on *task efficiency, visual clarity, and streamlined UX flows*.

- Created **wireframes** and low/high-fidelity **prototypes** to map and validate key interactions before

development.

- Used modular **UI components** to support scalability and maintainability.

- Implemented *React Query* for real-time data fetching, pagination, and background syncing.

- Integrated *role-based access control* with an intuitive navigation structure and contextual UI feedback.

- Applied UX best practices for dashboard layout to improve user focus and reduce cognitive load.

⇒ **User Research & Accessibility Enhancements**

- Conducted *qualitative user interviews and usability testing sessions* to validate design assumptions and uncover pain points.

- Refined workflows and interfaces based on feedback, leading to improved *task success rates and reduced user errors*.

- Enhanced accessibility in compliance with *WCAG 2.1 standards*, including **ARIA roles**, **keyboard navigation**, **color contrast**, and **screen reader** support.

- Used *heuristic evaluations* and iterative design techniques to continually improve UX across user segments.

- Delivered inclusive design solutions optimized for both **desktop** and **mobile** experiences.

⇒ **Design to Code Projects**

- Translated Figma and Adobe XD mockups into *pixel-perfect, fully responsive* HTML/CSS templates.

- Ensured *cross-browser compatibility*, responsive breakpoints, and smooth performance across devices.

- Focused on *micro-interactions, animations, and hover states* to enhance user engagement and interaction delight.

- Maintained *UI consistency* with design systems and branding while applying *UX heuristics* to optimize layout hierarchy and task discoverability.

- Collaborated with developers and **QA teams** to ensure visual and functional fidelity during handoff.

PORTFOLIO LINKS:
I have completed more than one projects, please follow some links mentioned below.

https://ervservesh.github.io/mycompleteintro/
https://ervservesh.github.io/Delhi/ (New)
https://ervservesh.github.io/chat-view/
https://ervservesh.github.io/HTML-Project/
https://ervservesh.github.io/Hitachi-HTML/
https://ervservesh.github.io/Admin-Panel-with-Chart/
https://ervservesh.github.io/iabforum/
https://ervservesh.github.io/treehouse/
https://ervservesh.github.io/hawk/
https://ervservesh.github.io/atafleetview/
https://www.protectourlivelihood.in/
https://www.crosshairscommunication.com/

https://ervservesh.github.io/doctorpulse/
https://chemtech-online.com/
https://chemtechie.com/
http://www.datainfovision.com
https://www.impressico.com/
https://www.impressicodigital.com/
https://www.impressico.com/uk/en/?skipredirect
https://www.womeninspiringnetwork.com
https://admcare.com/
https://drmazenivf.com

WORK EXPERIENCE AND COMPANIES:

Impressico Business Solutions (Uttar Pradesh, Noida)
Duration   : 24 June 2021- **Present.**
Designation   : *Sr. UI/UX Designer and Developer, Web Designer*
Job Role   :

- Designed intuitive user interfaces based on UX research, wireframes, and stakeholder input.

- Translated high-fidelity designs into responsive web interfaces using *React.js, Tailwind CSS*, and *Bootstrap*.

- Developed reusable UI components aligned with design systems and brand guidelines.

- Ensured *WCAG-compliant* accessibility and cross-browser compatibility across all devices.

- Collaborated closely with UX, development, and QA teams for seamless implementation.
- Delivered pixel-perfect *WordPress themes* and UI templates.

Dotcom Creations (Uttar Pradesh, Lucknow)
Duration   : 01 March 2016- 10 April 2021.
Designation : *UI/UX Designer and Developer/ Web Designer*.
Job Role   :

- Created responsive UI designs for websites and custom WordPress themes.
- Translated design mockups from *Adobe XD* and *Photoshop* into clean HTML/CSS layouts.
- Designed interface components, icons, and visual elements consistent with brand identity.
- Focused on usability, layout consistency, and mobile-first design best practices.

SRM Techsol Pvt Ltd India (Uttar Pradesh, Lucknow)
Duration   : 28 April 2014 - 15 Feb 2016
Designation : *UI Designer/Web Designer*
Job Role   : Focused on HTML5/CSS3 conversions, responsive UI development, and accessibility practices.
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Kelltontech Solutions Limited (Haryana, Gurgaon)
Duration   : 25 July 2013 – 17April 2014
Designation : *Web Designer*
Job Role   : Worked on **PSD to HTML5/Drupal Conversion** with **SASS** and **Bootstrap 3**.

Data Infovision Pvt Ltd. (Haryana, Rewari)
Duration   : 3rd December 2011 - 20 June 2013
Designation : *XHTML Developer*
Job Role   : Converted PSD designs into **XHTML**.

EDUCATION:
- **BCA (Graduation)** from IGNOU and Study Centre is **MNNIT** Prayagraj in 2011 with 57%.
- **Intermediate (12th)** from UP Board in 2007 with 63%.
- **High School (10th)** from UP Board in 2005 with 62%.

CERTIFICATES:

- **PGDCA (Post Graduation)** from Swami Vivekananda Subharti University Meerut in 2012 with 72%
- **CIC (Diploma)** from **IGNOU** and Study Centre is **IICS** Collage Prayagraj in 2008 with Grade A.

LANGUAGES:

English, Hindi (Proficient)

PERSONAL INFORMATION:

Date of Birth   : 03-05-1990
Father's Name   : Late Mr. Vijay Bahadur Mishra
Notice Period   : 15 Days (immediate Joiner Possible)

DATE:
PLACE: PRAYAGRAJ