

# PRAKASH M. LAL

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Portfolio: <https://iprakashlal.github.io/me>

## PROFILE

A passionate IT graduate from Usha Pravin Gandhi College of Management, with 3+ years of Digital experience in Web Development, and an innate ability to change the experience of any web portal. My programming skills and love for the digital world has shaped me into a developer par excellence who can reach the user using the 'Cloud' or through the web.

## EXPERTISE

HTML, XHTML, CSS, Javascript, JQuery, Adobe Enterprise Management (AEM CQ5), Vvent, Eloqua, Cross Browser development, Responsive Web Development, Bootstrap, Domain Cpanel, Console, VPS management, PHP programmer, Wordpress programmer and developer, E-Commerce with MVC management & development, Email Marketing, ATL & BTL Marketing, Corporate Presentations & Reporting, Graphic and Media editing using Adobe Photoshop & Adobe Illustrator, client relationship & communications.

## ACADEMICS

**Graduated with Merit; Bachelor of Science in Information Technology (B.Sc.IT) from University Of Mumbai, India**

Usha Pravin Gandhi College of Management (Mumbai University Accredited, Part of SVKM), Shri Vile Parle Kelavani Mandal is a renowned institution and among the top institutes in India.

Specialisation in Digital development.

**Final Year Development Project** – Developing and programming a website with PHP in order to take user reviews and store them in their respective accounts, which was created while registering on the website. Secured Distinction Merit.

## WORK EXPERIENCE

○ **V. K. LALCO (P) LIMITED, India** **NOV 2014 – FEB 2016**

**Digital Technology Associate | Web programmer & developer**

- Development of two existing websites ([www.lalcointeriors.com](http://www.lalcointeriors.com) & [www.lalcoresidency.com](http://www.lalcoresidency.com))
- Plan and execute all web development, manage registered user database.
- Evaluate end-to-end customer experience across multiple channels or customer touch points, to enhance the ecommerce experience
- Brainstorm on new digital technologies and growth strategies of ecommerce.
- Management of domain server and maintenance of websites
- Design, build the website UI within known CMS like Drupal, Magento & Wordpress.
- Collaborate with tech agencies to solve on major technical issues faced on server □ Evaluate emerging technologies. Prepared reporting on various digital functionalities.
- Develop & manage the email marketing.

- Identify trends and patterns, to optimize development and performance based on these email marketing insights.
- Plan, execute, and measure experiments and conversion tests.

○ **MindCraft Software Pvt. Ltd., India** **Feb 2016 – May 2017**  
**Consultant | Web developer**

- Worked on the development frameworks, Primefaces (JSF), Bootstrap, UI kit twitter, Meteor.js, Node.js & Angularv.js
- Development responsive and user-friendly web pages for the Banking and Finance domain.
- Working on new layout development (UI/UX) for the use in investment application.
- Expertise in delivering required modules within the given timeframe.
- Also, worked on the development/designing the wireframes of the UI/UX using Adobe Photoshop & Adobe Illustrator.
- Gained better understanding in communicating with the international clients and understanding their requirements.
- Knowledge on working multiple projects and managing/executing the task with ease.

○ **Deloitte US India Pvt. Ltd., India** **May 2017 – Feb 2021**  
**Analyst | Web developer**

- Worked on AEM, Eloqua & Cvent
- Implementation on Deloitte Canada websites
- Attained responsive + complicated layout for universal screens.
- Expertized in delivering projects before or on time.
- Caliber to establish any kind of layout with self-development codes
- Globalized in Javascript for achieving website functions on client-end or server-end.
- Worked on the development/designing of the wireframes of the UI/UX.
- Excellence in client relationship, understanding & communications.
- Knowledge on working multiple projects and managing/executing the task with ease.
- Delivered projects from end-to-end, with no resistance.
- Achieved site migrations in terms of cookie management.
- Implementation of Google analytics on websites with live tracking.
- Automation done for Analytics reporting.
- Excellence in Eloqua mail development and management
- Excellence in Cvent site development and management

○ **United Health Group | Optum Technology** **Mar 2021 – Present**  
**Frontend Specialist | Software Engineer**

- Worked on Angular, XAML, .NET & MySQL Database
- Core responsibility to develop UI/UX & prototype web applications
- Worked on RPA web application Optum titan: Command centre design & experience
- Expertized in prototype the web app before the development stage
- Established the applications workflow and its experience design
- Enabled my Javascript skills to script the user engagement functionalities
- Worked on frontend technologies (Advance HTML, CSS, Core JavaScript, Angular, Node.js & Python)
- Worked on best known applications Adobe XD, Visual studio
- Experienced in leading a team in order to establish the phase 1, release of Optum titan application before the delivery timelines smoothly.
- Excellence in client relationship, understanding & communications.
- Known to be the best in frontend debugging & creating the best UX/UI for the given requirement.

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- Delivered projects from end-to-end, with no resistance.

## CONSULTING INTERNSHIPS

**Shri Bhagubhai Mafatlal Polytechnic, SVKM, India**

**May 2014 – July 2014**

Worked on Students Database Development & Management for the College Alumni

## PROJECTS MANAGED

**PicAffectz, Mumbai, India**

**Dec 2013 – Jan 2014**

A digital graphic designing start up at small scale to enhance my skills in public relations and software's used for designing User Interface. Learned business development skills and ability to complete the given task in limited period of time.

## SOFT SKILLS

**Self-starter & Proactive:** Ability to take responsibility and hit the ground running with minimal transition.

**Flexible & Adaptive:** Can adapt to ad-hoc tasks that may come up on in the day-to-day functioning.

**Effective Communicator & Negotiator:** Competent in negotiating with a cross-section of diverse customer.

**Dynamic Presenter:** Excellent presentation skills, capable of keeping the audience interested. **Unyielding**

**Integrity & Ethical:** An inherent part of my work culture and overall personality.

## PROFESSIONAL SKILLS

**Organisational Abilities:** Effective entrepreneurial skills, efficient time management i.e. scheduling and implementing management tasks, logical understanding and motivator, excellent leadership and digital skills, goal and performance oriented.

**Business knack:** Business development, corporate alliances and tie up, market research, product positioning and budgeting and risk analysis.

## TECHNICAL SKILLS

**Digital applications:** WAMP local server, Phpmyadmin, Cpanel hosting, Active Campaign for Mailing **IT skills:** Advanced Computing, Adobe Photoshop, Adobe Illustrator, MS Office, Web development & programming, audio & video editing.

## RECENT ACHIEVEMENTS

**Promising Newcomer (2016):** Awarded in MindCraft Software Pvt. Ltd., for the exceptional performance.

**Contingent Leader (2013 - 14):** Represented College as a leader with 2 assistance contingents in an intercollege event. The overall fest was won by our college at 1<sup>st</sup> place.

**Magazine Representative (2012 - 13):** Student representative for Usha Pravin Gandhi College of Management along with an associate.

**International Conference (2012 - 13):** The conference resulted in an A spiritual and secular environment in all areas and avenues in life is the only answer to man's quest for peace and harmony. Part of the organising committee and handled the graphics.

## **DECLARATION**

The above Information provided by me is true to the best of knowledge and belief. I will produce my entire document at the time of interview.

**Regards,**

Prakash M. Lal