Kratu Desai

WEB DEVELOPER + GRAPHIC DESIGNER

WHY ME?

Highly motivated full-stack developer specializing in front end development. Experienced with all stages of the development cycle for dynamic and creative projects. Seven years of hands-on experience in making design prototypes for web browsers and print materials. Passionate for design, layout, typography and user experience to create outstanding work. Strong background in project management and marketing with ability to work at a fast pace and with minimal supervision. I work with aim, commitment and honesty.

SKILLS WITH CONFIDENCE

FRONT END DEVELOPMENT

HTML5 ●●●●●
CSS3 ●●●●●
EMAIL ●●●●●
SASS ●●○○○
JQUERY ●●●○○
REACT JS ●●●○○

LANGUAGES

JAVASCRIPT ●●●●○
PYTHON ●●○○○
PHP ●●○○○

DATABASES

MYSQL ●●●○○
MONGO DB ●●●○○

SERVERS

NODE ●●●●○
APACHE ●●○○○

CLOUD PLATFORM

FIREBASE ●●●●○
HEROKU ●●○○○

FRAMEWORKS, PROTOTYPE AND WIRE-FRAME

BOOTSTRAP ●●●●●
W3.CSS ●●●●●
EXPRESS ●●●●○
WORDPRESS ●●●●○
HANDLEBARS ●●●○○
CHEERIO ●●○○○
PROTO.IO ●●●●○
SKETCH ●●●○○
ADOBE XD ●●●●○

VERSION CONTROL

GIT ●●●○○
GITHUB ●●●●○
ADOBE BRIDGE ●●●○○

DESIGN WITH ADOBE CREATIVE CLOUD

INDESIGN ●●●●●
ILLUSTRATOR ●●●●●
PHOTOSHOP ●●●●●
AFTER EFFECTS ●●●○○
DREAMWEAVER ●●●●○
SPARK ●●○○○

QUALITIES && RESPONSIBILITIES

- Strategic thinker on behalf of business needs to develop interactive concepts and solutions

- Work directly with designers, developers, strategists, venders and creative directors

- Detail oriented and reliable team player while juggling multiple projects simultaneously

- Expert in converting documents in Section 508 Compliance Ready (Accessibility check)

- Possess advanced knowledge of Microsoft Office with writing macros in developer tool

- Always be eager to learn new techniques and grow

- Comfortable working on Mac OS, Linux or Windows platform

- Proficient in freehand illustration with pen, ink and color

SUCCESS IN THE EXPERIENCE ERA

FREELANCE CREATIVE DIRECTOR .... JAN 2011 - NEVER ENDS
DESAIGN STUDIO, AUSTIN

- **Role:** I have been creating numerous amount of creative branding, marketing and interactive work according to business needs.

- **Clients:** Oasis Family Dental (NJ), Pipkin Pharmacy (FL), Jalpa Dance Academy (CHI), Apollo tiles (ATX), Door Number 3 (ATX), That Guy Handyman Services (SMTX), Approved LLC (ATX), Saffron Dreams Tours (US), Volusion (ATX), Harte Hanks (ATX), The Good Times - Sports Bar and Grill (DLS), Paridhan (IND), Chick-fil-A (SMTX), Le Papillion Restaurant (HOU), Spice 15 (IND), Arvind Mills (IND), Purna Photography (US), Sewer Museum (FR), and more

- **Digital Services:** Full-stack website, Landing page, Application Development, Mobile, Email Marketing and Production, E-commerce, Analytics & Data Visualization, Strategic Planning, Social Media, Video and Audio Production, etc.

- **Creative Services:** Brand Identity (logo design, typography, color and photo visualization, icons, layouts, templates, patterns and more), Art Direction, Promotions, Message Development, Preparing and Conducting Presentations, Brand Stationary including business cards, invitations, brochures, posters, flayers, booklets, signs, newsletters, apparel, stationary, vehicle graphics, packaging, etc.

- **Volunteered:** I have been working with many non-profit organizations to help with creating materials, digital promotions, flayers, banners, t-shirt design and email marketing.

- **Tools:** HTML5, CSS3, Bootstrap, JavaScript, jQuery, Wordpress, PHP, MySQL, Mongo DB, Mail Chimp, Github, Slack, Microsoft Office, G-Suite, Adobe XD, InDesign, Illustrator, Photoshop, Dreamweaver, After Effects, Bridge, Animate, Media Encoder and more.

FULL-STACK WEB DEVELOPMENT PROGRAM .... MAR 2018 - SEPT 2018
UNIVERSITY OF TEXAS AT AUSTIN

- Gained hands-on experience in full-stack development including all kind of front-end and back-end technologies. Learned programming skills and in-demand languages for web development, including JavaScript, Browser-Based Technologies (HTML5, CSS, Bootstrap, Responsive Design, jQuery), Deployment (Heroku, Firebase, Git), PHP frameworks like Laravel, Databases (MySQL, MongoDB), Server Side Development (Node.js, Express, MERN Stack), Quality Assurance, User Authentication, Security and Session Storage.

- **Projects:**

  - **List My Grocery** (http://mygrocery.shop). Created a recipe/grocery list building experience where you can track every ingredient, nutrient and vitamins.
    <u>Tools</u>: HTML5, CSS, w3.CSS, JavaScript, jQuery, Firebase, APIs and AJAX

  - **My Petfolio** (http://petfolio.club). Created an app that helps pet owners to create a social media experience for their pets.
    <u>Tools</u>: JavaScript, Express.js, Node.js, MySQL, Passport.js, Handlebars.js, APIs, AJAX and Heroku.

  - **Time Budgetment** (http://timebudetment.com). Using React, created an app that helps freelancers to manage their time and money at the same platform.
    <u>Tools</u>: React.js, JavaScript, HTML, CSS, Bootstrap, Materialize.js, Mongo DB, Passport.js and XD.

  - Interactive apps like **Psychic Word and Letter Games**, **Clicky Cards**, **Sell Sum Donuts, Game of Gifrones** and **GOT Trivia**. <u>Tools</u>: HTML5, CSS, Bootstrap, JavaScript, jQuery, React.js and SVG

  - Management apps like **Train Time Tracker**, **Bamazon, Real Gym Pal, MongoScraper, JobDot** and **BurgerBar**. <u>Tools</u>: JavaScript, Firebase, MySQL, Express.js, Node.js, Mongo DB and Heroku.

DESIGNER AND DEVELOPER .... JUL 2015 - JUL 2018
CENTENE CORPORATION, AUSTIN

- **Role:** In-House Graphic Designer and Web Developer in Marketing and Communication team at Superior HealthPlan (AUS). Developed numerous amount of work that connect companies 9 different products with members, providers, government relations and internal communication.

  - Developed landing pages like Discover Superior, Members First and About Us using Adobe Experience Manager (AEM), HTML5, CSS3 and Photoshop.

  - Created HTML and Outlook Email Templates to help provider team to interact with providers directly which resulted in 15% increase in open email rate.

  - Using Microsoft Excel's macros feature, built Gantt Chart and Project Log tool that help to prioritize projects and achieve goals on time.

  - Managed three different campaigns by creating campaign web page, posters, digital ads, Pandora ads, banners, transit ads and billboards to promote Discover Superior.

- Produced bilingual materials for print, web and social media.

- Developed 508 standard compliance materials for web, saving the company about $9,000 per year in contracted labor expenses.

- Won company's highest performance award for creating collateral materials and animated video using Adobe After Effects for Superior's one million members celebration.

- Created two magazines which include member and provider stories for internal communication.

- Redesigned flyers for 'Spotlight on Health' marketing campaign which helped achieve higher success rate of the campaign.

- Designed and developed interactive forms and materials for members and providers resulting in significant reduction in work load and procedure time.

- Produced eye catching quality work within brand guidelines while working in a fast-paced work environment and extremely tight deadlines.

WEB DEVELOPER .... MAR 2015 - JUL 2015
GOLFSMITH INTERNATIONAL, AUSTIN

- **Role:** Helped web and marketing team to produce web and print materials.
  - Created web elements and E-mail marketing materials for Father's Day, Demo Day and Tent Sale events to promote special sales using HTML, CSS, JavaScript and MySQL.
  - Worked with clients and Project Managers to build and refine layouts for websites.
  - Developed web pages for internal promotional site.
  - Produced branding materials and promotional products using Adobe Creative Suites.

PRODUCTION LEAD .... APR 2014 - MAR 2015
TOCQUIGNY DIGITAL AGENCY, AUSTIN

- **Role:** Worked as a production designer, developer and junior art director.
  - Verified and ensured the quality, accuracy, clarity, content, registration, and vividness of creative work that is created and sent to print production, online presentation or venders to publish.
  - Created multiple versions of web layouts, mock-ups, digital ads, email templates, collateral, direct mail, layout while maintaining branding and requirements for clients like Ergon Asphalt & Emulsions, inc., Save My Road, Regent University, InfoSnap, Silicon Labs, LegacyTexas Bank, NGC, Freeman, Arthrocare, Rice University, NFP, TQ MOOK, World Vision and many more.
  - Quality Assurance, E-mail marketing, coding and web page layout design for agency and clients.
  - Won 2015 Addy Award for interactive web project.

GRAPHIC DESIGNER .... NOV 2012 - DEC 2013
LIFESIZE, A DIVISION OF LOGITECH, AUSTIN

- **Role:** In-house graphic designer to manage production of all marketing materials.
  - Directed, designed and led a large variety of marketing and branding projects while working with Product Marketing Team, Marketing Team and IT Team.
  - Created all kind of marketing collateral which include web and print media, ad and newsletter campaigns, package design, E-mail, data-sheet, sales aid, competitive charts, e-books, web banners, layouts, posters, videos, displays, powerpoint presentation, etc.
  - Support other department with: proposal graphics, event photography, website support, photo shoot, video editing and create a storyboard for marketing campaigns.

GRAPHIC DESIGNER .... JAN 2012 - AUG 2012
CONDÉ NAST PUBLICATIONS, NEW YORK, NY

- **Role:** Worked with a design team at Fairchild Fashion Media, a division of Condé Nast.
  - Created whole collateral for Denim Summit 2012, and Menswear Summit 2012.
  - Worked on WWD, wwd.com, Style.com/print, style.com, Footwear News, Beauty Inc, Menswear, Fairchild Summits, Fairchild Books, FFM.
  - Marketing ads and flyer designs for WWD and Style.com. Managed weekly page layout, website layout design and update. Designed conference/presentation materials.
  - Participated in creative meetings and brainstorms, submited creative ideas for projects, worked on print/web production, attended photo/video shoots.

EDUCATION

Programming Boot Camp in Full Stack Web Development
UNIVERSITY OF TEXAS AT AUSTIN, AUSTIN, TEXAS

Bachelor of Fine Arts in Communication Design
TEXAS STATE UNIVERSITY, SAN MARCOS, TEXAS

Associate of Arts in Art
AUSTIN COMMUNITY COLLEGE, AUSTIN, TEXAS

Diploma in Design and Applied Arts
Mudra, School of Fine Arts, INDIA

REFERENCES AVAILABLE UPON YOUR REQUEST. THANK YOU FOR YOUR TIME AND CONSIDERATION.