Krätu Désãi

FULL-STACK

VISUAL

DEVELOPER + DESIGNER

With eight years of hands-on experience, I'm a highly motivated **full-stack developer and visual designer specializing in front-end development and UI/UX design**. Experienced with all stages of the development cycle for dynamic and creative projects. Passionate for design, layout, typography and user experience to create outstanding work. Strong marketing and project management background with the ability to work at a fast pace and with minimal supervision. I work with an aim, commitment, and honesty.

QUALITIES

- Self-driven and strategic thinker to develop unique and interactive solutions to address business needs.

- Pay attention to the details and quality improvement while juggling multiple projects simultaneously.

- Collaborative, a reliable team player and a great listener.

- Always eager to learn, simplify challenges and invent new techniques.

- Proficient in freehand illustration with pen, ink, and color.

- Comfortable working on Mac OS, Linux or Windows platform.

I BELIEVE

The core of any product must be easy to understand and emotionally compelling. I strive to deliver product that is simple and clear, yet innovative and creative.

EMAIL sai@desaign.studio

CALL 1(512)7697976

PORTFOLIO desaigner.info

LINKEDIN/in/desaigner

GITHUB/kratuvwxyz

EXPERIENCE

CREATIVE DIRECTOR AND WEB DEVELOPER

DESAIGN STUDIO, AUSTIN   JAN 2011 - PRESENT

Providing 100% satisfying services, selfless help, and excellent support to small businesses and nonprofit organizations.

- Full-stack website, user experience designs, responsive UI, and provide ongoing maintenance for **Mt. Playmore** (TX), **Jalpa Dance Academy** (IL), **ProcSafe** (TX) and **Apollo Tiles** (TX).

- Brand design and create brand materials for **Oasis Family Dental** (NJ), **ProcSafe** (TX) and **Pipkin Pharmacy** (FL).

- Marketing materials, social media campaign, digital promotions, flyers, banners, t-shirt designs, and develop email marketing for the **small business community** and **nonprofit organizations**.

WEB DEVELOPMENT TEACHING ASSISTANT

UNIVERSITY OF TEXAS AT AUSTIN   NOV 2018 - PRESENT

Full stack web development and UX/UI boot camps at UT, Austin.

- Support students individually in their projects and challenges, and provide feedback.

FULL-STACK WEB DEVELOPMENT PROGRAM

UNIVERSITY OF TEXAS AT AUSTIN   MAR 2018 - OCT 2018

Built more than 20 constructive projects and gained hands-on experience in full-stack development tools and technologies.

- **List My Grocery**. Created a recipe/grocery list building experience where you can track every ingredient, nutrient, and vitamins — built with JavaScript, jQuery, W3CSS, APIs, and AJAX.

- **Petfolio Club**. Created an app that helps pet owners to create a social media experience for their pets — built with JavaScript, Express.js, Node.js, MySQL, Passport.js, Handlebars.js, AJAX.

- **Time Budgetment**. Using React, created an app that helps freelancers to manage their time and money while finishing their task at the same platform — built with React.js, Mongo DB, Passport.js. Prototype on Adobe XD and deployed on Heroku.

Krätu Désai

EMAIL
SAI@DESAIGN.STUDIO

CALL
1 (512) 769 7976

WEB
DESAIGNER.INFO

TECHNICAL SKILLS

FRONT-END DEVELOPMENT

HTML5, CSS3, JavaScript, jQuery, E-mail Templates, PHP, Python

FRAMEWORKS & PROCESSORS

Bootstrap, w3css, Materialize, InVision, Sketch, Wordpress, Adobe XD, SASS, LESS, React JS, Express JS, Angular JS

DATABASES & SERVERS

MySQL, NoSQL (Mongo), APIs, Node JS

CLOUD PLATFORM

Firebase, AWS, Heroku

VERSION CONTROL

Git, GitHub, Adobe Bridge

DESIGN WITH ADOBE CC

InDesign, Illustrator, Photoshop, After Effects, Dreamweaver, Spark

MICROSOFT OFFICE

Create forms and add interactivity with writing macros in developer tool

ACCESSIBLE CONTENT

Expert in creating materials that fulfill Section 508 and similar accessibility standards and requirements.

EDUCATION

Programming Boot Camp in Full-Stack Web Development
University of Texas at Austin

BFA in Communication Design
Texas State University

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

EXPERIENCE

DESIGNER AND DEVELOPER

CENTENE CORPORATION, AUSTIN   JUL 2015 - JUL 2018

In-House Graphic Designer and Web Developer in Marketing and Communication team at Superior HealthPlan (AUS). Lead web development work on various projects that connects companies nine different products with members, providers, government relations and internal communication.

- Developed landing pages like Discover Superior, Members First and About Us web pages built with 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 a 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.
- Developed Section 508 and Accessibility Compliance materials for web and print materials, saving the company about $9,000 per year in contracted labor expenses.

WEB DEVELOPER

GOLFSMITH INTERNATIONAL, AUSTIN   MAR 2015 - JUL 2015

- 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, PHP, and MySQL.
- Worked with clients and Project Managers to build and refine layouts for websites and an internal promotional site.

PRODUCTION LEAD AND DEVELOPER

TOCQUIGNY DIGITAL AGENCY, AUSTIN   APR 2014 - MAR 2015

Created multiple versions of web layouts, mock-ups, digital ads, email templates, collateral, direct mail, layout while maintaining branding and requirements for clients.

- Quality Assurance, E-mail marketing, coding and web page layout design for agency and clients.
- Verified and ensured the quality, accuracy, clarity, content, registration, branding, and vividness of creative work that is created and sent to print production, online presentation or vendors to publish.