

# Krätu Désai

FULL-STACK  
DEVELOPER

+

VISUAL  
DESIGNER

EMAIL

sai@thegenius.one

CALL

1 (512) 769 7976

WEB PROFILE

designer.info

LINKED IN

in/designer

I'm a highly motivated **full-stack developer and visual designer specializing in front-end development, UI/UX, and Graphic Design** with ten years of hands-on experience. Also, I worked with all stages of the development cycle for dynamic and creative projects. Passionate for design, layout, typography, and user experience to create outstanding work. I have strong marketing and project management background and always eager to learn and simplify challenges.

## EXPERIENCE

### CREATIVE DIRECTOR

DESIGN STUDIO, AUSTIN

JAN 2011 - PRESENT

Providing 100% satisfying services and excellent support to the small to mid-size enterprise and nonprofit organizations.

- Marketing materials, social media campaign, digital promotions, flyers, banners, t-shirt designs, and develop email marketing for the **small business community and nonprofit organizations**.
- Full-stack website, user experience designs, responsive UI, and provide ongoing maintenance.
- Brand design and create brand elements.

### ONLINE TUTOR & TEACHING ASSISTANT

UNIVERSITY OF TEXAS AT AUSTIN

NOV 2018 - PRESENT

UX/UI and full-stack web development boot camps at UT, Austin. Support students individually in their projects and provide feedback. Help students to understand topics and guide them to solve challenges.

### 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. Review projects at [GitHub/Kratuvwxyz](#).

### GRAPHIC DESIGNER AND WEB 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 graphic & web design work on various projects that connects companies nine different products with members, providers, government relations and internal communication.

- Design and developed landing pages like Discover Superior, Members First and About Us built with Adobe Experience Manager (AEM), HTML5, CSS3, After Effects (video editing) 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.
- For accessibility purposes, developed Section 508 and Accessibility Compliance materials for web and print materials, saving the company about \$9,000 per year in contracted labor expenses.

## TECHNICAL SKILLS

### Full-Stack Development

HTML5, CSS3, JavaScript,  
Node, PHP

### Frameworks & Processors

React, Angular, Vue, Python,  
SASS, Bootstrap, Material UI,  
W3CSS, W3JS

### Content Management Systems

Adobe Experience Manager  
(AEM), WordPress, Drupal,  
Shopify, WooCommerce

### Cloud Infrastructure and Databases

MySQL, NoSQL, MongoDB  
Atlas, APIs, Firebase, AWS,  
Google Cloud

### Wire-Frame and Design

Sketch, InVision, and Adobe  
XD, InDesign, Illustrator,  
Photoshop, After Effects

### Version Control

Git, GitHub, Heroku, Bridge

### Office Tools

Google Cloud Services and  
script editor, Microsoft Office  
and macros tool

### Accessibility Tools

Design and development tools  
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 Applied Arts

Mudra, School of Fine Arts

## EXPERIENCE

### GRAPHIC DESIGNER & WEB DEVELOPER

GOLFSMITH INTERNATIONAL, AUSTIN    MAR 2015 - JUL 2015

- Created print and web elements, E-mail marketing materials for Father's Day, Demo Day and Tent Sale events to promote special sales using Adobe Creative Suite, HTML, CSS, JavaScript, PHP, and MySQL.
- Worked with clients and project managers to build and refine layouts for websites and an internal promotion.

### PRODUCTION LEAD

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.

## QUALITIES

- Self-driven and strategic thinker to develop unique and interactive solutions to address business needs.
- Detail-oriented and focus on quality improvements while juggling multiple projects simultaneously.
- I am collaborative, a reliable team player, and a great listener, always eager to learn, simplify challenges and invent new techniques.
- Proficient in freehand illustration with ink and color.
- Work comfortably 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.**

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