Nikhila Yallamati

HTML Email / Web Developer

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📍 Hyderabad

Profile

A highly skilled **IT professional with 6+ years of experience** in **UI web development, email template design**. Proficient in front-end technologies such as **HTML, CSS, JavaScript,** and **Bootstrap**, with expertise in **creating pixel-perfect, responsive web designs and mobile-friendly email templates**.

Proficient in developing responsive and visually engaging banners for web and email using HTML, CSS, and design tools. Skilled in creating static and animated banners optimized for performance and cross-platform compatibility.

Specializing in **cross-browser compatibility, functional testing, regression testing, and performance optimization** using **Litmus, and LambdaTest**. Strong knowledge of **SEO best practices**, implementing on-page optimization strategies, structured data, and performance enhancements to improve web visibility and ranking.

Key strengths include:

✓ **Responsive Web Design** – Developing **user-friendly, mobile-first** websites using modern front-end frameworks.
✓ **Email Development** – Crafting **dynamic, responsive email templates** for various devices and email clients.
✓ **Performance Optimization** – Enhancing website speed and **SEO performance** through structured code and **best optimization practices**.
✓ **UI/UX Design** – Creating visually appealing designs using **Photoshop, Figma, and Canva** to improve user experience.
✓ **Project Collaboration** – Working closely with designers, developers, and stakeholders to align project goals and deliver exceptional results.
✓ **Technical SEO** – Optimizing **web pages, metadata, and indexing strategies** to enhance **search engine visibility**.

Professional Experience

Web Developer, *Delight Designs*   03/2024 – present | Hyderabad, India

- **Designed and developed websites** using HTML, CSS, SASS, and JavaScript for businesses and personal projects.
- **Created pixel-perfect, responsive layouts** from Photoshop and Figma designs.
- **Implemented clean and semantic HTML/SASS/CSS** for better maintainability and SEO optimization.
- **Used Bootstrap, Flexbox, and Grid** to create mobile-first, responsive web designs.
- **Integrated contact forms** with form submission handling using PHP, Getform, or Google Forms.
- **Ensured form validation** using JavaScript and optimized user input handling.
- **Optimized website performance** through image compression, minification, caching, and code optimization.
- **Conducted cross-browser testing** on Chrome, Firefox, Edge, and Safari to ensure compatibility.
- **Integrated animations and transitions** using CSS, SASS, and JavaScript for enhanced user experience.
- **Created images and banners using Photoshop**, ensuring visually appealing graphics for web and email templates.
- **Developed and tested email templates** for various email clients to ensure responsiveness and consistency.
- **Customized WordPress themes** and integrated plugins to enhance website features and performance.
- **Collaborated with designers, developers, and clients** to ensure project requirements and deadlines were met.

- **Created reusable code snippets and components** to streamline development and maintain code consistency.

Sr. Associate Designer (Email Template Developer),   07/2022 – 02/2024 | Hyderabad, india
Tech Mahindra

- Develop responsive, mobile-friendly email templates using **HTML, CSS**, and inline styles for compatibility across email clients.
- Implement dynamic content and personalization in templates using scripting languages or email automation platforms.
- Conduct manual testing to ensure proper rendering and functionality across devices, browsers, and email clients.
- Troubleshoot and resolve layout discrepancies, broken links, and rendering issues in email templates.
- Optimize email templates for fast loading times and responsive design across various screen sizes.
- Collaborate with designers, marketing teams, and content creators to align templates with campaign goals and brand guidelines.
- Develop test plans and strategies, defining test cases and expected results based on user stories and requirements.
- Perform cross-platform testing and use tools like **Litmus** or **Email on Acid** to ensure template consistency across devices and clients.
- Ensure templates meet accessibility standards and deliver a positive user experience, including screen reader compatibility.
- Use **Photoshop** to create visually appealing graphics and assets, such as banners and buttons, for email templates.
- Edit and optimize images in **Photoshop** to ensure they are web-ready and enhance the visual appeal of email campaigns.

Sr. Frontend Designer & Developer, *Portal One Team*   07/2021 – 03/2022 | Hyderabad, India

- Skilled in front-end development and translating **FIGMA** designs into pixel-perfect HTML/CSS layouts.
- Proficient in using **Bootstrap** for responsive, mobile-first design and customizing components for pixel-perfect layouts.
- Experienced in integrating **JavaScript** for dynamic interactions, form validation, and enhancing user experience with jQuery and plugins.
- Skilled in optimizing **JavaScript** for cross-browser compatibility and using **Bootstrap's grid system** for responsive web development.
- Adept at using **Photoshop** for designing and editing visual elements, ensuring high-quality graphics for web pages.
- Expertise in responsive design for **desktop**, **iOS**, and **Android** devices.
- Experienced in **web optimization** to improve loading times and user experience.
- Proficient in **cross-browser testing** using **LambdaTest** to ensure consistent functionality.
- Focused on delivering high-quality, **bug-free** projects with attention to detail.

Sr. Web Designer/Developer, *Creative Max Studios*   10/2018 – 06/2021 | Vijayawada, India

- **Design & Develop Websites**: Create visually appealing and user-friendly websites with responsive design, using HTML, CSS, JavaScript, and frameworks like **Bootstrap**.
- **UI/UX Design**: Develop wireframes, prototypes, and mockups while focusing on intuitive navigation and enhancing user experience.
- **Front-End Development**: Write clean, maintainable code for seamless front-end functionality across all devices and browsers.
- **Back-End Integration**: Collaborate with back-end developers to integrate front-end designs with server-side functionality and APIs.
- **Website Optimization**: Optimize performance for fast loading times, using techniques like image compression, minification, and clean code structure
- **Cross-Browser & Device Testing**: Conduct testing across multiple browsers and devices to ensure compatibility and consistent user experience.
- **Client & Team Collaboration**: Communicate with clients to understand requirements, provide progress updates, and collaborate with design and development teams.
- **SEO Optimization**: Implement **on-page SEO** techniques, including keyword optimization, meta tags, header tags, and image alt attributes.
- **Performance & SEO**: Optimize websites for **SEO** by improving loading speed, mobile responsiveness, and URL structure to enhance search engine rankings.
- **Content Strategy**: Work with content creators to ensure SEO-friendly content and proper internal linking to improve site visibility.

- **Technical SEO**: Monitor and optimize website crawlability, indexing, and structured data, using tools like **Google Search Console** for site performance analysis.
- **SEO Analytics**: Utilize tools such as **Google Analytics** and **Google Search Console** to track website performance, analyze traffic, and refine SEO strategies.

Education

B. Tech in (ECE) GDMM Engineering College for Women, Nandigama, India **March 2009 – June 2013**

Skills

- **Web Design** (HTML5, CSS3, JavaScript)
- **UI/UX Design** (Photoshop, Figma, Canva)
- **Responsive Web Design** (Mobile-first development)
- **Front-End Development** (React, Bootstrap)
- **Cross-Browser/Device Compatibility Testing** (LambdaTest, Litmus)
- **Performance & Optimization** (SEO, Loading Speed, Image Compression)

Languages

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