

# NIROOP KUMAR ULAVALA

Senior Frontend Developer | UI Engineer

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## SUMMARY

As a Senior Frontend Developer with over 6 years of experience, I specialize in creating production-ready web solutions using HTML5, CSS3, and WordPress. I take pride in delivering high-quality projects, having developed over 5000 landing pages for marketing campaigns while enhancing UI responsiveness across devices. My hands-on experience with JavaScript and recent exposure to React.js strengthens my ability to contribute effectively in Agile environments

## EXPERIENCE

### Associate A3 - Frontend Developer

#### Mediamint

📅 01/2022    📍 India

A media and marketing organization specializing in digital solutions

- Built and maintained 50+ marketing and campaign web pages used by global clients
- Improved mobile responsiveness and cross-browser compatibility across Chrome, Firefox, and Safari
- Reduced UI defects by ~30% through reusable CSS components and structured layouts
- Implemented dynamic UI behavior using JavaScript DOM manipulation for interactive features
- Customized and maintained WordPress-based websites and landing pages
- Contributed to React.js components for internal UI modules (6 months exposure)

### Frontend Developer

#### Client & Enterprise Projects

📅 01/2016 - 12/2021    📍 India

Provided frontend development services for various clients and enterprise projects

- Produced 5000+ HTML/CSS landing pages supporting digital marketing and event campaigns
- Supported high-traffic event websites handling thousands of daily visits during peak campaigns
- Built and customized WordPress corporate and event websites for multiple clients
- Converted design mockups into pixel-perfect, responsive web pages, reducing rework cycles

## EDUCATION

### Bachelor of Technology (B.Tech)

#### Jawaharlal Nehru Technological University (JNTU)

📅 Date period    📍 Kakinada

## KEY ACHIEVEMENTS



#### High Production Capability

Produced and launched 5000+ production-ready landing pages across multiple industries



#### Event Website Support

Supported high-traffic global event websites with consistent uptime



#### Quality Improvement

Improved UI quality and reduced defects through standardized CSS practices

## SKILLS

Gmail

Vercel

HTML

WordPress

JavaScript

React

Agile

Chrome

Firefox

CSS

Mockups

Responsive Web

Bootstrap

Git

Visual Studio Code

Canva

## PROJECTS

### Client-Based Projects

📅 Date period

Various projects focused on brand safety and client requirements