

# NIROOP KUMAR ULAVALA

Senior Frontend Developer | UI Engineer

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## PROFESSIONAL SUMMARY

Senior Frontend Developer with **8+ years of overall professional experience**, including **6+ years of specialized frontend development expertise** in building production-ready, responsive web solutions using HTML5, CSS3, JavaScript, Bootstrap, and WordPress. Delivered **5,000+ campaign and marketing landing pages** for global clients, ensuring high UI quality and cross-device consistency. Strong expertise in design-to-code implementation, UI optimization, and Agile collaboration, with **basic hands-on experience in React.js (3 months)**.

## TECHNICAL SKILLS

**Frontend:** HTML5, CSS3, JavaScript (ES6), Bootstrap

**CMS:** WordPress

**Frameworks:** React.js (Basic)

**UI & UX:** Responsive Design, Cross-Browser Compatibility, UI Optimization

**Tools:** Git, Visual Studio Code, Vercel, Canva

**Methodology:** Agile / Scrum

## PROFESSIONAL EXPERIENCE

### Associate A3 – Frontend Developer

MediaMint | India | 2019 – Present

- Built and maintained **5,000+ marketing and campaign landing pages** using HTML, CSS, JavaScript, and Bootstrap.
- Customized and supported WordPress event and corporate websites for global campaigns.
- Improved mobile responsiveness and cross-browser compatibility across Chrome, Firefox, and Safari.
- Implemented reusable CSS components to reduce UI defects and ensure consistent layouts.
- Collaborated with design, marketing, and QA teams in Agile environments.
- Gained **3 months of hands-on experience in React.js** while working on internal UI modules and functional components.

### Key Responsibilities & Contributions:

- Delivered high-volume, deadline-driven campaign pages with strict brand guidelines.
- Supported high-traffic global event websites with consistent UI performance.
- Worked closely with stakeholders to implement UI feedback and enhancements.
- Ensured SEO-friendly markup and accessibility best practices.

## **Software Engineer**

Wevio India Info Solutions Pvt. Ltd. | India | 2017 – 2019

- Created responsive websites using HTML, CSS, JavaScript, and Bootstrap.
- Converted design mockups into pixel-perfect, production-ready web pages.
- Strengthened fundamentals in UI development, web standards, and cross-browser support.
- Assisted senior developers in maintaining and enhancing client-facing applications.

## **SELECTED PROJECTS**

### **Brand Safety Summit & Client Event Platforms**

[brandsafetysummit.com](http://brandsafetysummit.com)

[brandsafetysummit.com/newyork](http://brandsafetysummit.com/newyork)

[brandsafetysummit.com/singapore](http://brandsafetysummit.com/singapore)

[614group.com](http://614group.com)

- Developed and customized WordPress-based global event websites.
- Ensured responsive layouts, SEO-friendly structure, and high-traffic stability.

## KEY FEATURES & ACHIEVEMENTS

- High-Volume Page Delivery: Delivered and maintained 5,000+ production-ready campaign landing pages.
- WordPress Event Websites: Supported high-traffic global event platforms with responsive layouts.
- Responsive & Cross-Browser UI: Optimized UI across mobile, tablet, and desktop devices.
- UI Quality & Optimization: Reduced UI defects through reusable CSS components.
- Marketing & Campaign Focus: Built conversion-focused landing pages aligned with A/B testing.

## PROFESSIONAL HIGHLIGHTS

- 8+ years of overall professional experience with 6+ years in frontend development.
- Strong design-to-code execution with attention to pixel-perfect UI.
- Proven cross-functional collaboration in Agile workflows.
- Basic hands-on experience in React.js (3 months).

## EDUCATION

### **Bachelor of Technology (B.Tech)**

Jawaharlal Nehru Technological University (JNTU), Kakinada

2011 – 2015