



# NIROOP KUMAR ULAVALA

## Senior Frontend Developer | UI Engineer

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 (3 months).

## Contact

### Phone

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### Email

niroopkumar.u@gmail.com

### Portfolio

<https://niroop-portfolio.vercel.app/>

## Education

2011 - 2015

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

Jawaharlal Nehru Technological University (JNTU)

2009 - 2011

**Intermediate**

Sri Narayana Junior College

## Expertise

- UI/UX
- HTML5, CSS3, JavaScript
- Bootstrap, WordPress, React
- Responsive Design, Cross-Browser UI
- Git, VS Code, Vercel
- Agile, Canva

## Language

English

## 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.

#### Live Projects:

[brandsafetysummit.com](http://brandsafetysummit.com) | [brandsafetysummit.com/newyork](http://brandsafetysummit.com/newyork) |  
[brandsafetysummit.com/singapore](http://brandsafetysummit.com/singapore) | [614group.com](http://614group.com)

### 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.

## Key Features

- **High-Volume Page Delivery:** Delivered and maintained 5,000+ production-ready campaign landing pages across multiple industries, ensuring consistent UI standards and quality.
- **WordPress Event Websites:** Developed and supported high-traffic global event websites using WordPress with responsive layouts and SEO-friendly structure.
- **Responsive & Cross-Browser UI:** Ensured seamless performance across mobile, tablet, and desktop, tested and optimized for Chrome and Firefox.
- **UI Quality & Optimization:** Improved UI quality and reduced defects through reusable CSS components, structured layouts, and best practices.
- **Marketing & Campaign Focus:** Built conversion-focused landing pages aligned with digital marketing objectives and A/B testing requirements.

## Professional Highlights

- 6+ years of professional experience delivering frontend and UI solutions in fast-paced, deadline-driven environments.
- Proven ability to translate design mockups into pixel-perfect, production-ready interfaces with strong attention to detail.
- Experienced in cross-functional collaboration with design, QA, and marketing teams within Agile workflows.
- 3 months of hands-on experience in React.js, working with functional components and UI modules.