NIROOP KUMAR ULAVALA

Senior Frontend Developer | UI Engineer

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

Contact

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Portfolio
https://niroop-portfolio.vercel.app/

Address
India

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

2019 - Present 📍 India

Mediamint

Associate A3 - Frontend Developer

A media and marketing organization specializing in digital solutions

- Developed and maintained 5,000+ marketing and campaign landing pages (2022–2025) using HTML, CSS, JavaScript, and Bootstrap.
- Built and customized WordPress event and corporate websites supporting global campaigns (2019–2021).
- Improved mobile responsiveness and browser compatibility across Chrome, Firefox, and Safari.
- Reduced UI defects through reusable CSS components and standardized layouts.
- Collaborated with design, marketing, and QA teams in Agile environments.
- Contributed to React.js UI components for internal modules (limited exposure).

Sample Projects:

brandsafetysummit.com | brandsafetysummit.com/newyork | brandsafetysummit.com/singapore | 614group.com

2017 - 2019 📍 India

Wevio India Info Solutions Pvt. Ltd.
Software Engineer

- Developed responsive websites using HTML, CSS, JavaScript, and Bootstrap.
- Supported client projects by converting design mockups into pixel-perfect web pages.
- Gained strong foundations 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.
- Strong ability to translate design mockups into pixel-perfect, production-ready interfaces.
- Experienced in collaborating with cross-functional teams including design, QA, and marketing in Agile workflows.
- Basic hands-on experience in React.js (6 months) with exposure to functional components and UI modules.