

# Peera Shaik

User Interface Designer, CMS Designer and Developer (AEM, Magento2, Shopify, WordPress)

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Portfolio: <https://peerashaik.github.io/portfolio>

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21+ years of IT Industry experience and specialized in crafting intuitive and visually compelling digital user interfaces. As a senior designer, my work harmonizes aesthetic sensibility with functional clarity, ensuring user centered design which aligning user needs and impacting business goals.

I have led the design and development of desktop and mobile web applications in different domains like Hotels, Lifestyle, Health, Banking, IT Services, eCommerce platforms and CMS-based interfaces across a wide range of industries. Expertise to create visually appealing and functional designs using industry tools Figma, Adobe XD, Sketch, and Photoshop. Proficient in HTML5, CSS3, Bootstrap, Tailwind CSS, Responsive design, JavaScript, jQuery, AEM, Webflow, Shopify, WordPress, and Magento2 allows me to design pixel-perfect, cross browser compatible user-centered interfaces. I am passionate in crafting seamless user interfaces, optimizing performance, SEO principles, and ensuring cross-browser compatibility, mobile friendly, and a keen eye for design, pixel perfect implementations and a deep understanding of user research, accessibility standards, and seamless collaboration with cross-functional teams.

## Work Experience

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### UI Designer and Developer

Freelancer – Hyderabad, August 2024 – Present

Domain: <https://amp360.webflow.io/>

Working as a UI/UX designer and developer for a Venture Capital project using AEM, Webflow platform. Developed and customized theme templates as per the customer needs to reach their business goal.

### Senior Magento2 UI Frontend Developer, Project Manager

ITC Infotech – Bangalore, Dec 2022 – June 2024

Domain: <https://www.shop.se.com>

Worked as a senior Magento2 UI frontend developer and a partial role as associate project manager for Schneider Electric client of ITC Infotech. Designing and developing of Magento2 theme of a B2B and B2C multilingual e-commerce marketplace across the globe which has multi-store websites for their various products based on their region's sales.

### Magento2 UI Frontend Developer

PushON: Wings Group of Companies – Bangalore, August 2021 – Nov 2022

Domain: <http://www.pushon.co.uk>

Involved to design and develop the Magento2 application, maintenance of custom theme development, customization and implementation of new features for complete user journey throughout the catalog, product, checkout and CMS (PageBuilder, Elementor) pages.

### **Lead UI designer, Magento2 UI Frontend Developer**

Nityo Infotech Services – Bangalore, April 2019 – July 2021

Domain: <http://www.nityo.com>

Worked as a lead UI/UX designer & Adobe Commerce Cloud Magento frontend developer. Have led UI design team for the client “Singpost” leading ecommerce company in Singapore and worked as individual contributor for e-commerce Magento2, WordPress and Shopify frontend theme development and customization.

### **Senior UI Engineer**

Sigma Info Solutions – Bangalore, March 2016 - March 2019

Domain: <http://www.sigmainfo.net>

Worked as a creative guide for all key projects, contribution towards design and implementation for web-based applications in various domains like bank, health, technology, IT services, lifestyle, e-commerce and CMS applications. Worked on various frontend tools like .Net, e-commerce, Open Source and Cloud Magento e-commerce, WordPress design to build user centered web applications. Collaborated closely with Angular, React and Polymer development teams to support UI theme development and customization.

### **Senior Web Designer and Web Developer**

Hardwin Software Solutions Pvt Ltd – Bangalore, November 2014 - February 2016

Domain: <http://www.hardwinsoftware.com>

Worked as senior UI/UX designer for multiple projects including user and competitive research, wire-framing, visual design, branding and various product application designs. Collaboration with Magento, .Net developers to integrate UI design patterns for multiple e-commerce, WordPress websites.

### **Senior Web Designer and Web Developer**

Ezone Solutions – Kolkata, November 2004 - October 2014

Domain: <http://www.ezonesolutions.com>

Designed various web interfaces for small to medium-sized businesses across the globe. Designed and developed workflows, user interfaces through iteration process collaborated with multiple roles to drive business alignments. Worked with PHP & .Net developers to support in the development process to achieve user friendly interfaces.

### **Graphic Designer**

Vyoma Technologies – Hyderabad, December 2003 - October 2004

Domain: N/A

Designed company logos, business cards, skyscrapers, web banners, business brochure designs, mock-up web templates.

# Top Skills and Technologies

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**UI Design:** Passionate about creating intuitive and user-friendly interfaces that drive conversions.

**HTML5 and XHTML:** Adept at crafting semantic and accessible web pages, ensuring compatibility across devices and browsers.

**CSS3 (Less, Sass):** Well expertise in all CSS methodologies and preprocessors to create reusable, maintainable stylesheets.

**Tailwind CSS:** Expertise to use the framework that helps to build modern web applications quickly and efficiently for both desktop and mobile cross browser compatible interfaces.

**Responsive Web Design (RWD):** Committed to delivering responsive and mobile-friendly designs for optimal user experiences across all the devices.

**Bootstrap:** Familiar with the Bootstrap framework for building responsive and consistent UI components.

**JavaScript and jQuery:** Proficient in enhancing frontend functionality through dynamic scripting and interactivity.

**SEO:** Implementing principles, performance optimizations for improved search engine performance.

**Webflow:** Proficient in creating frontend user interfaces for a CMS or Dynamic content web applications.

**CMS Frontend Framework:** Proficient in Wordpress, Magento2, Shopify frontend development to design or develop custom themes, plugin installations/customizations, template modifications/customizations and layouts frontend architecture.

**PHP:** Familiar with fundamentals and efficient knowledge for Magento/WordPress/Shopify customization and development.

**XML:** Experienced in working with XML files for configuration and data exchange within Magento2.

**Version Control (Git):** Skilled in collaborating with development teams using Git for code versioning.

**Performance Optimization:** Dedicated to improving website speed, minimizing HTTP requests, and optimizing assets.

**Cross-Browser Compatibility:** Solid understanding of cross-browser compatibility issues and ways to address them at an ease.

**Design Skills:** Figma, Adobe XD, Sketch, Photoshop, Illustrator.

**Programming Skills:** HTML5, XHTML, XML, CSS3(Less & Sass), Tailwind CSS, Bootstrap, Responsive Web Design, Semantic UI, W3c Standards, PHP, mySQL, JavaScript, jQuery, WordPress, Magneto2, Shopify.

**Project Management Tools:** Git, Jira, Agile, Scrum, Php Storm, Notepad++, Sublime, Text, Visual Studio.

**Soft Skills:** Problem Solving, Collaboration, Leadership, Team Management, Multitasking.

## Education

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## Graduation

Bachelor's degree in mathematics from **Osmania University** – Hyderabad

## Diploma in Web Design, Development

Graphic Design, Web Design and Development course from **IMAGE Multimedia Center** – Hyderabad

## Certifications

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### Magento2 Adobe Commerce Front-end Developer Expert – August 2024

Certification profile: <https://www.credly.com/badges/a9eadfe5-9883-4237-824f-25c7382a6a09/>

### Web Design and Development - Dec 2003

Graphic Design, Web Design and Development from IMAGE Multimedia Center - Hyderabad

## Latest Projects

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### 1) AMP360 Capital Ventures

Domain: [www.amp360.webflow.io](http://www.amp360.webflow.io)

Role: Webflow theme design and customization, UI development, Visual design, Responsive web design.

Responsibilities: Theme design, customization and development, php, xml, html5, xhtml, css3(less), JavaScript, jQuery, Responsive web design.

### 2) Schneider Electric

Domain: [www.shop.se.com](http://www.shop.se.com) is an In-house multi store magento2 product.

Role: Theme Design and Customization, UI development, Visual design, Responsive web design.

Responsibilities: Theme design, customization and development, php, xml, html5, xhtml, css3(less), JavaScript, jQuery, Responsive web design.

### 3) Vita4You

Domain: [www.vita4you.gr](http://www.vita4you.gr) is an In-house pharma company using magento2.

Role: Design theming, UI development, Visual design, Responsive web design.

Responsibilities: Theme design, development from scratch, php, xml, html5, xhtml, css3(less), JavaScript, jQuery, Responsive web design.

### 4) ElioBay

Domain: [www.eliobay.com](http://www.eliobay.com) is a custom PHP web application.

Role: Design theming, UI development, Visual design, Responsive web design.

Responsibilities: Theme design, development, html5, PHP, css3(less), JavaScript, jQuery, Responsive

web design.

#### 5) Lender Loan Application

Domain: [www.docitt.com](http://www.docitt.com) is a lender loan application.

Role: UX design, UI development, Responsive web design.

Responsibilities: Design, development, bootstrap, html5, xhtml, css3, JavaScript, jQuery, Responsive web design.

#### 6) MyNpp

Domain: [www.mynpp.com](http://www.mynpp.com)

Role: Design theming, UI development, Visual design, Responsive web design.

Responsibilities: WordPress theme and plugins integration, customization, html5, bootstrap, css3(less), JavaScript, jQuery, Responsive web design.

#### 7) Magna Hardwood Floors

Domain: [www.magnahardwoodfloors.com](http://www.magnahardwoodfloors.com)

Role: Design theming, UI development, Visual design, Responsive web design

Responsibilities: Shopify theme design, development and customization, html5, xml, css3(less), javascript, jquery, responsive web design.

#### 8) Corporate Care Solutions

Domain: [www.corporatecaresolutions.com](http://www.corporatecaresolutions.com)

Role: UI design, UI development, Interaction design, Responsive web design.

Responsibilities: Design, development, html5, xml, css3(less), bootstrap, JavaScript, jQuery, Responsive web design.

#### 9) Faye

Domain: [www.faye.in](http://www.faye.in)

Role: UI design, UI development, Interaction design, Responsive web design.

Responsibilities: Shopify theme design, development and customization, html5, xml, css3(less), bootstrap, JavaScript, jQuery, Responsive web design.

## Employment Details

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Total exp - 21 years

UI design exp - 16 years

eCommerce exp - 5 years  
Current CTC - 27.75 lpa  
Expected CTC - **Happy with the proposed compensation as per the role**  
Notice Period - Immediate Joining  
Recent Employer - ITC Infotech, Bangalore  
Current Location - Hyderabad, India