Peera Shaik

User Interface Designer, Frontend UI Developer

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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, HealthCare, 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 Webdesign, JavaScript, jQuery, AEM, WebFlow, Shopify, WordPress, and Magento2 allows me to design pixel-perfect, cross browser compatible user-centered interfaces. Experienced with Continuous Integration and Continuous Deployment process. 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

Senior Magento2 Theme UI Designer and 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 Theme UI Designer and 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 Theme UI Designer and 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

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

drive conversions.

Interaction Design: Proficient in crafting intuitive user flows and micro-interactions that enhance engagement.

User-Centered Thinking: Deep understanding of human-centered design principles and user research methodologies.

Cross-Functional Collaboration: Works seamlessly with product managers, engineers, marketers, and stakeholders.

Time & Project Management: Balances multiple priorities, deadlines, and team dynamics effectively.

Design Tools Expertise: Expert in Figma, Sketch, Adobe XD, prototyping platforms.

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.

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.

CMS and SEO: Proficient in WordPress, Magento2, Shopify frontend development of custom themes, plugin customizations, template customizations and layout architecture. Implementing design principles, performance optimizations for improved search engine performance.

CI/CD: Experienced to implement the Continuous integration and Continuous Deployment process towards a smooth development and a cleaner code visibility.

Version Control: Skilled in collaborating with cross functional teams using Git for code versioning.

Project Management Tools: Github, Jira, Confluence, Agile, Scrum.

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

Education

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

Web Design and Development - Dec 2003
Graphic Design, Web Design and Development from IMAGE Multimedia Center – Hyderaba

Magento2 Adobe Commerce Front-end Developer Expert – August 2024
Certification profile: https://www.credly.com/badges/a9eadfe5-9883-4237-824f-25c7382a6a09/

Latest Projects

1) **AMP360 Capital Ventures**

Domain: 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 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 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 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 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

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

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

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

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

Total exp	-	21 years
UI design exp	-	16 years
Current CTC	-	27.75 lpa
Expected CTC	-	**Happy with the proposed compensation**
Notice Period	-	Immediate Joining
Recent Employer	-	ITC Infotech, Bangalore
Current Location	-	Hyderabad, India