

# Peera Shaik

**Certified Magento2 eCommerce Frontend Theme Designer and Developer**

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

LinkedIn: <https://www.linkedin.com/in/peerashaik>

Accomplished Magento2 and Shopify eCommerce frontend theme designer and developer with over 21 years of experience in the IT industry. Renowned for transforming e-commerce platforms through intuitive design and performance optimization. Led impactful site redesigns that significantly boosted customer engagement and satisfaction. Adept at crafting pixel-perfect, user-centric interfaces that render smoothly on cross-browser and cross platform.

Valued for exceptional problem-solving skills, a sharp eye for detail, and a deep understanding of user needs and pain points delivering solutions that drive both customer delight and measurable business growth.

Currently seeking a transformative opportunity where I can leverage my design expertise and strategic thinking to contribute meaningful, lasting value to business goals.

## Work Experience

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### **Senior UI Frontend Designer and Developer - Webflow**

Working as Freelance UI designer - Hyderabad

August 2024 – Present

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

Working on various projects to deliver the customer needs at their ease, working on different CMS platforms to deliver Optimized and seamless user interfaces with WebFlow, October CMS, Custom PHP web applications by reaching customer business goals..

### **Senior Magento2 UI Frontend Developer, Project Manager UI/UX Designer**

ITC Infotech (client - Schneider Electric), Bangalore

Dec 2022 – June 2024

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

Worked as a senior adobe commerce cloud Magento2 frontend developer for Schneider Electric and part of their B2B and B2C in-house product development which is a multilingual e-commerce marketplace across the globe. It has multi-store websites for its various products based on their region's sales. My roles and responsibilities are implementing and customizing the pre-built theme and improving design specifications as per customer needs and functional aspects of the site to target

business audience.

### **UI/UX Designer, Magento2 UI Frontend Developer**

PushON - Wings Group of Companies, Bangalore

August 2021 – Nov 2022

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

Involved in development and maintenance of custom themes for adobe commerce cloud Magento2 projects, customization and implementation of new features for complete user journey like checkout, product, catalog, CMS – PageBuilder and Elementor pages.

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

Nityo Infotech Services (client - Singpost), Bangalore

April 2019 – July 2021

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

Worked as a lead UI 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/UX 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 React SPA, .Net, e-commerce, Open Source and 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 UI/UX 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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**Magento Frontend Framework:** Proficient in developing custom themes, templates, and layouts using Magento's frontend architecture.

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

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

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

**CSS3 (Less, Sass):** Well-versed in using CSS preprocessors to create modular, 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.

**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.

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

**ReactJS:** Expertise in developing cross-browser and mobile friendly user centered applications using ReactJS Single Page Applications.

**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:** Ensuring seamless rendering across various browsers and devices.

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

**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, React SPA.

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

**Soft Skills:** Communication, Leadership, Problem-Solving, Team Mentor, Team Management,

Multitasking.

## Areas of Expertise

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- Expertise knowledge in HTML5, XML, SEO, CSS3 (Less & Sass), Tailwind CSS, Bootstrap, Responsive Web Design, JavaScript, jQuery, Underscore, RequireJS, PHP templates, CMS in Magento2 e-commerce Frontend, Shopify, WordPress.
- Experienced to design and develop ReactJS single page applications design and development.
- Developed reusable UI components with React and styled components, boosting scalability and reusability
- Expertise to customize or override the Magento2 modules with the iteration process for the end user applications.
- Proven track record in delivering high-quality, scalable, and secure front-end user interface solutions.
- Expertise to use Figma, Sketch, Adobe XD, Photoshop in the design process so teams can deliver fast-paced UI.
- Expertise in design and develop mobile friendly email templates, campaign pages.
- Expertise about the technical feasibility, problem solving, prioritizing tasks, multi-tasking abilities.
- Extremely detail oriented to strive for pixel perfect style-guide implementation across all the browsers.
- Active contributor in the integration of user interface architecture different domains like "lifestyle, hotels, health care, medical products, loan lending, home appliances" etc.
- Collaborate with product teams and stakeholders to implement innovative application design solutions across the Agile process to achieve the sprint goals.
- Expertise in version control systems like GIT, collaboration tools like JIRA, Confluence.
- Expertise to acknowledge the browser compatibility, DOM manipulation, cross-browser solutions.

## 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
M2 FDev exp	- 5 years
Current CTC	- 27.75 lpa (25.44- fixed, and 2.31 variable)
Expected CTC	- <b>Happy with a proposed compensation as per the role and expereince</b>
Notice Period	- Immediate Joining
Recent Employer	- ITC Infotech
Current Location	- Hyderabad

## Personal Details

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Gender	- Male
Marital Status	- Married

Date of Birth	- 25-06-1978
Current Address	- 13-57, Road No-8, P&T Colony, Kodanadaramanagar, Dilsukhnagar, Hyderabad, Telangana - 500060
Fluent in Languages	- English, Urdu, Hindi, Telugu and Bengali