

Peera Shaik

User Interface Designer, User Centered Designer, Web Designer, Frontend UI Developer

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With over 21 years of experience in the IT industry, I specialize in crafting intuitive, visually compelling digital user interfaces. As a senior UI/UX designer, I focus on user-centered design that aligns user needs with business goals, driving meaningful impact across digital platforms. I have been part of web and mobile applications across diverse domains that including Hospitality, Lifestyle, Healthcare, Banking, IT Services, and eCommerce.

Expertise to create visually appealing and functional designs using industry tools Figma, Adobe XD, Sketch, and Photoshop. Hands-on experience over UI/UX principles & techniques User Research, User Research, User Accessibility, User Journey, Wireframing, Prototyping, Usability Testing, User Feedback, and seamless collaboration with cross-functional teams. Proficient in all frontend development tools that allows me to design pixel-perfect, cross browser compatible across all devices. I bring hands-on experience with Continuous Integration and Continuous Deployment processes, and I'm deeply passionate about performance optimization, SEO best practices, and mobile-friendly design. With a keen eye for detail, a strong grasp of accessibility standards, and a collaborative spirit, I thrive in cross-functional teams to deliver seamless, user-driven solutions.

Note: I have not been working since June 11, 2024, due to family responsibilities, specifically caring for my elderly, physically challenged parents. During this time, I was unable to actively pursue full-time professional opportunities but worked as a freelancer for a friend's project on WebFlow. However. A Kind request my profile not be viewed as technically outdated, as my skills and experience remain strong and relevant.

Work Experience

UI Designer and Developer

Freelancer – Hyderabad, October 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 Theme UI Designer and Developer, Project Manager

ITC Infotech – Bangalore, Dec 2022 – June 2024

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

Served as a Senior Magento2 UI Frontend Developer and partially as an Associate Project Manager for Schneider Electric, a client of ITC Infotech. Led the design and development of a Magento2 theme for a global multilingual B2B and B2C e-commerce marketplace, featuring multi-store websites tailored to

regional product offerings and sales strategies.

Magento2 Theme UI Designer and Developer

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

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

Contributed to the design and development of the Magento2 application, including maintenance of custom themes, feature customization, and implementation of enhancements across the entire user journey—from catalog and product pages to checkout and CMS sections (PageBuilder, Elementor).

Lead UI designer, Magento2 Theme UI Designer and Developer

Nityo Infotech Services – Bangalore, April 2019 – July 2021

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

Worked as Lead UI/UX Designer and Magento Frontend Developer. Led the UI design team for SingPost, a leading eCommerce company in Singapore, while also contributing individually to frontend theme development and customization across Magento2, WordPress, and Shopify platforms.

Senior UI Engineer

Sigma Info Solutions – Bangalore, March 2016 - March 2019

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

Served as a creative lead across key projects, driving design and implementation of web-based applications in diverse domains including banking, healthcare, technology, IT services, lifestyle, e-commerce, and CMS platforms. Utilized a wide range of frontend technologies such as .NET, open-source frameworks, Cloud Magento eCommerce, and WordPress to craft user-centered digital experiences. 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 a Senior UI/UX Designer across multiple projects, contributing to user and competitive research, wireframing, visual design, branding, and product application design. Collaborated closely with Magento and .NET developers to integrate UI design patterns into various eCommerce and WordPress websites.

Senior Web Designer and Web Developer

Ezone Solutions – Kolkata, November 2004 - October 2014

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

Designed web interfaces for small to medium-sized businesses worldwide, focusing on user-centric solutions. Developed workflows and user interfaces through iterative design processes, collaborating with cross-functional teams to align with business goals. Partnered with PHP and .NET developers to ensure seamless integration and deliver intuitive, user-friendly experiences.

Graphic Designer

Vyoma Technologies – Hyderabad, December 2003 - October 2004

Domain: [N/A](#)

Designed a wide range of brand and marketing assets, including company logos, business cards,

skyscraper ads, web banners, brochures, and mock-up web templates.

Top Skills and Technologies

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, user research methodologies, and working with design systems for a consistency across the digital products.

Cross-Functional Collaboration: Works seamlessly with product managers, engineers, marketers, and stakeholders to make such impact on brand improvements following the design strategies.

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, Magento2, 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

Latest Projects

1) 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.

2) 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.

3) 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.

4) 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.

5) 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.

6) 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.

7) 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.

8) 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