

UI UX Consultant | Graphic/Web Multimedia | Creative Recruiter

Anil Shahapurkar

Date of Birth: 05-07-1974

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Language Known: English/Hindi/Marathi

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A Creative and Multi-Talented Designer with multitude of experience in IT Industry, Digital Media, Print Communication, Advertising, e-learning, Web Sites, Mobile Application, 2D Animations, and Presentations.

Pro-active, Fast learning, Adaptive to multitasking roles and work. Maintain standards of excellence of an organization through dedication and commitment.

Work Experience



Excelict Technology Consulting Pvt. Ltd.

May 2017 - Present

Graphic UI UX Consultant | Creative Recruiter

- Help in setting up of Captive Offshore Center in India for US based company (UA Brands)
- Played the role of hiring candidates for Graphic/Retouchers, Web Designers.
- Screening Resumes, Short-listing, Skype calls, Part of candidate Face to Face interview round along with US client . Help in conducting assignment test and selection procedure.
- Planning and execution of Search Engine Optimization (SEO) and Digital Marketing Strategy.
- Website search ranking organically and via GoogleAds
- Creating LinkedIn Campaign and banner Ads designs
- Corporate presentation

Ventures

NGX Labs Private Limited

Jun 2018 - Present

UI UX Consultant

- Creating Graphics and Visuals for Websites.
- Creating various PowerPoint presentations, Info graphics, and Social media templates
- Wireframe, UI Concept Prototyping and defining style guides
- User Flow, User Behaviour, User Personas
- Collaborate with product managers and development team
- Check UI feasibility against UX concepts and development work flow
- Conduct usability test and other forms of user research and feedback
- Search Engine Optimization (SEO), Keywords and site ranking analysis
- Conducting meetings and discussions



RealX Marketplace Private Limited

Dec 2016 - May 2018

Visual/Graphic | UI UX Designer/Consultant

- Wireframe, Prototyping and defining style guides for website
- Developing HTML Website and Web application
- Converting PSD to HTML
- E-mailer designing, developing and testing. Creating Email campaign
- Creating various PowerPoint presentations and templates
- Print Collateral includes Certificates, Posters, Flyers, Brochure, Newsletters, Standee, Visiting Cards, Greeting Cards, Digital Flex board, etc.
- Search Engine Optimization (SEO)



GREX Alternative Investment Market Pvt. Ltd.

Dec 2016 - May 2018

Visual/Graphic | UI UX Designer/Consultant

- Designing and Publishing blog and news updates
- Website Layouts, Web applications designs for Mobile and Desktop
- Converting PSD to HTML
- Wireframe, Prototyping and defining style guides for website
- E-mailer designing, developing, testing and deploying
- Managing Email marketing campaigns through Campaign Monitor and tracking of Emails and campaign reports
- PowerPoint presentations and templates
- Creating Info-Graphics for social media and presentation
- Hosting of website and maintaining change requests



InMeet

Dec 2016 - May 2018

Visual/Graphic | UI UX Designer/Consultant

- Consulting on Search Engine Optimization
- UI and UX of App development
- Social Media design and print collaterals



GREX Alternative Investment Market Pvt. Ltd.

Jan 2016 - Dec 2016

Senior UI/UX and Web Designer

- Website Layout designs, Web applications UI for Mobile and Desktop Apps
- Converting PSD to HTML for website and mobile Apps
- Wireframe, Prototyping and defining style guides for website
- E-mailer designing, developing, testing and deploying
- Email marketing campaigns through Campaign Monitor and tracking of Emails
- Creating various PowerPoint presentations and templates
- Creating Info-Graphics for social media and presentation
- Hosting of website and maintaining change requests
- Print Collateral Designs - Certificates, Posters, Flyers, Brochure, Newsletters, Standee, Visiting Cards, Merchandise, etc.

Freelance Designer

Aug 2015 - Jan 2016

Web, Graphics and Multimedia Designer

- Designing Website layouts and applications
- Converting PSD to HTML , Wireframe, Prototyping, Style guides and Branding
- E-mailers, PowerPoint presentations and templates
- Print Collateral includes Certificates, Posters, Flyers, Brochure, Newsletters, Standee, Visiting Cards, Greeting Cards, Digital Flex board, etc.
- Photo Retouching, Photo Manipulation, Digital Photo Mixing



Cognizant Technology Solutions Pvt. Ltd.

Nov 2005 - Jul 2015

Team Lead | Senior Web Designer/Developer

- Conceptualize, design ideas, thoughts and functionality
- Understand brand requirements and create visuals, proof of concepts for business approvals
- Creating wireframe, high-fidelity prototypes as per business requirements.
- Designing, developing and coding of e-mailers that support in all standard browsers and email clients (desktop, web and iOS devices)
- Collaborate with Business Analysts, Content Providers, Product Managers, Onsite Coordinators and Developers to define project requirements
- Manage and monitor a team of designers across various locations in India successfully for 4 years
- Handling client escalations and solving them, by strictly adhering to the agreed SLA's
- Have good exposure in software development life cycle (SDLC) i.e. Requirement analysis, effort estimation, Designing, Developing and Unit testing
- Extensively interacted with clients for multiple projects for requirements gathering, onsite-offshore coordination and project management
- Worked on "Onsite-Offshore model" as a single point of contact for offshore project deliveries
- Define delivery time lines, providing quotes, evaluating work, effort and estimations
- Generating status reports on daily, weekly and quarterly basis.
- Conducting/Attending client calls, discussion, WebEx conference for project execution



Excelict Technology Consulting Pvt. Ltd.

Aug 2005 - Nov 2005

Web Designer

- Understanding the development life cycle (requirements refinement, task flows, and story board
- Creating wireframe, screen shots, high-fidelity prototypes, detailed design documentation
- Converting approved designs PSD into HTML code
- Supporting ASP and .net development team on live application and website
- Cross browsers check and fixing for any issues



Vinznet Technologies

Apr 2000 - Aug 2005

Graphics and Web Multimedia Designer

- Website, Flash e-cards/banners, Flash interactive games/elearning modules
- Print Publication (brochures, booklets, catalogue, visiting cards, wedding cards, newsletters, etc.)
- Sound recording, sound editing, and sound mixing as per the requirement in 2D flash animation
- Video editing and mixing, Rendering video as per requirement and presentation need

Technical Skills

- Excellent written and verbal communication skills
- Knowledge of UI UX , Graphic, Web Design and Design Concepts
- Ability to manage and work effectively as per project requirement
- Good knowledge of responsive web design concept and its working of fluid images, fluid grids and media queries
- Knowledge of HTML 4/5 and CSS 2/3 (table and table less layout)
- Knowledge of Web Accessibility. Web Content Accessibility Guidelines (WCAG 2.0)
- Understanding of JavaScript, Bootstrap and jQuery
- Hands on experience with various Designing, Developing, Deploying, Content Management tools, and Assistive technology tools



PhotoShop



CorelDRAW



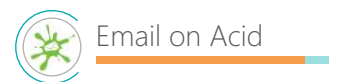
Campaign Monitor



DreamWeaver



PageMaker



Email on Acid



Illustrator



WordPress



Litmus



Flash



Microsoft Office



HTML



Firework



Sound Forge



CSS



InDesign



Fruity Loops



Bootstrap



Premiere



JAWS (Screen Reader)



JavaScript



Acrobat DC Pro



NVDA (Screen Reader)



jQuery

Education

- B. Com. First Year from Pune University | Year April 2005,
- HSC from Sanghvi Kesari College / Pune University | Year March 1994
- SSC from Judson High School / Maharashtra State Board | Year March 1991

Certifications

- **Diploma in Computer Arts** in year 1999
- **Diploma in Web Multimedia** in year 2000




Achievements


- Awarded for contributing to success of "**Project of the year Managed Services 2011**"
- **Best Student of the Year (Millennium)** in year 2000

Interest and Hobbies

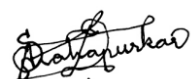
- Photography and Photo editing
- Exploring new things and learning new technologies
- Painting and Sketching
- Listening to Music, Traveling and Food

Contact Details

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I hereby state that the above information is correct to the best of my knowledge.



Anil Shahapurkar