

**P. PRAVEEN**

[praveennayagam1820@gmail.com](mailto:praveennayagam1820@gmail.com)

**9384991464**

**LinkedIn profile URL -** [www.linkedin.com/in/praveen-piramanayagam-1832b6190](https://www.linkedin.com/in/praveen-piramanayagam-1832b6190)

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**OBJECTIVE:**

Experienced front-end developer with a strong background in creating elegant, responsive web interfaces. Skilled in translating UI/UX design wireframes into actual code that delivers visually appealing and seamless user experiences. Eager to leverage my expertise in HTML, CSS, SASS and SCSS, JavaScript, and other front-end frameworks to contribute effectively to a dynamic development team focused on innovation and quality.

**WORK EXPERIENCE: 2 years (August 1,2022 to August 6,2024)**

**COMPANY NAME: SWAAS SYSTEMS Pvt Ltd - Chennai**

**ROLE: Marketing Email developer and Web page (Landing page) developer**

**JOB DESCRIPTION:**

- Specializing in HTML and CSS for email marketing campaigns, with a commitment to delivering pixel-perfect designs that meet client specifications. Proficient in conducting Comprehensive testing using Litmus, Email on Acid, and other tools to ensure compatibility across various platforms, with a strong focus on optimizing for Outlook and Gmail.
- Developing landing pages using PHP(Code-igniter), HTML, CSS, and JavaScript to match client-provided wireframes, ensuring responsive design across various devices including iPhone series and Google Pixel. Conducting thorough unit testing on Browser Stack and other online tools to verify design accuracy and functionality.
- Developed and designed promotional emails and landing pages for a US client, aligning closely with provided wireframes and brand guidelines to create compelling digital marketing assets that effectively promote products and services.
- Seasoned experience in UI design for internal portals within our organization, focusing on optimizing user interfaces to enhance functionality and usability.

**SKILLS**

- HTML
- CSS, SASS and SCSS, Tailwind CSS
- PHP FRAMEWORK(CodeIgniter)
- BOOTSTRAP
- SQL
- JAVASCRIPT, JQUERY

**ACADEMIC PROFILE:**

- Graduated BSC Computer science in V. O. Chidambaram College of Thoothukudi, Tamil Nadu in 2022 with 8.5/10 CGPA.
- Passed 12<sup>th</sup> from Star Matriculation Higher Secondary School in 2019 with 73.3%.

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