

Shanmugapriya Udhayakumar

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EXPERIENCE

HCLTech – Senior Software Engineer – UI/UX & Frontend (July 2022 - Present)

Chennai, India

- **Developed and maintained 20+ responsive** and accessible marketing webpages using HTML and CSS, increasing user engagement by 15%.
- **Conducted heuristic evaluations and expert reviews** to identify usability issues and provide actionable recommendations for improvement.
- **Optimized asset performance** - reducing page load time from 4.5s to 2.3s (~50% faster).
- **Collaborated with cross-functional teams** including developers, marketers, and product managers, implementing Agile methodologies and design sprints, improving overall project efficiency by 15% and reducing time-to-market for new features.

HCLTech – Software Engineer – UI Design & Testing (Nov 2021 - June 2022)

Chennai, India

- **Contributed to the development and implementation** of innovative UX solutions based on user insights and competitive analysis, leading to tangible improvements in conversion rates and alignment with business goals.
 - **Designed and styled 15+ UI screens** for internal applications using HTML, CSS, and Bootstrap.
 - **Authored 40+ test cases and smoke checklists**, improving test coverage by 25% and accelerating QA cycles.
 - Conducted in design critiques and brainstorming sessions to foster a collaborative and iterative design process.
 - Supported the implementation of accessibility standards and guidelines to ensure inclusive design for all users.
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PROJECTS

- **LoanLogics Marketing Platform** - Designed and coded multiple responsive landing pages and UI components aligned with brand guidelines, improving user interaction and conversion.
 - **BD ICX Application** - Translated UX wireframes into high-fidelity HTML/CSS screens, ensuring accessibility and seamless cross-browser behavior.
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EDUCATION

2021-2023 **Anna University**
Masters in HRM

Chennai, India

2017-2021 **Vel Tech Multitech**
Bachelor of Technology

Chennai, India

OTHERS

- Software & Tools: **Figma, Adobe XD, Sketch, Photopea, HTML, CSS, Bootstrap, SCSS**
- Skills: **UX Research, Requirement Gathering, Problem spotting & solving, Competitor Analysis & Market Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Visual Design, Project Management, Planning & Strategy, Communication & Collaboration.**
- Languages: Tamil, English, Hindi