

# S.Priyanka

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## CAREER OBJECTIVE

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Results-driven Frontend Engineer with extensive experience delivering scalable React.js applications and leading cross-functional teams. Adept at gathering requirements, mentoring developers, and executing projects with precision and performance in mind. Committed to continuous innovation and delivering exceptional digital experiences.

## CORE COMPETENCIES

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- **Web Technologies:** HTML4/5, CSS2/3, Bootstrap 3/4, JavaScript (ES6+), jQuery, React.js, React Router, Axios, RESTful APIs, and React Hooks (useState, useEffect, etc.)
- **Form Handling & Validation:** Formik, Yup
- **Content Management System:** WordPress (Theme Customization, PSD to WordPress)
- **Development Tools:** Vite, Adobe Photoshop CS6 (PSD to HTML), Figma, Canva
- **Digital Marketing Tools:** Eloqua, Braze
- **UI Enhancements & Animation:** AOS Animation, Framer Motion.

## PROFESSIONAL SUMMARY

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- 7 years of experience working in a corporate environment as a Front-end UI/Web Designer and Developer.
- Strong hands-on experience in building responsive, user-centric web applications using **React.js**, **React Router**, **Formik**, and **Yup**.
- Deep knowledge in Liquid syntax, Webhook integration, API development, HTML5, CSS3, and JavaScript (ES6+).
- Experience developing and maintaining scalable React components and optimizing performance for web and mobile platforms.
- Proficient in integrating **Axios** with RESTful APIs.
- Ability to work in teams, lead initiatives, and adapt quickly to evolving development processes.
- Expert in campaign-related activities including Action campaign setup, building landing pages, and scripting.
- Hands-on development experience in Email, Push (In-App, Web-push), and SMS campaigns/Canvas.
- Solid experience collaborating with Marketing teams, interpreting campaign briefs, and managing end-to-end campaign design, build, QA, and delivery.

- Experience in system analysis, design, workflow architecture, development, testing, and maintenance of web-based applications.
- Developed interactive UIs using modern JavaScript, HTML5, CSS3, JSON, and Bootstrap.
- Deep understanding of responsive design principles and delivering rich UI experiences across browsers and devices.
- Skilled in creating clean, semantic HTML/CSS and enhancing interfaces with **AOS Animation**
- Proficiency in building mobile-optimized layouts with Bootstrap and custom media queries.
- Creative background in graphic design with expertise in Photoshop CS6 for image manipulation and banner design.
- Hands-on experience working with WordPress (Theme Customization, PSD to WordPress) and CMS tools.
- Design of both mobile and desktop applications using **Figma**.
- Proficient in using **Canva** to create a variety of digital assets, including social media graphics, marketing materials, and presentations.
- Skilled in customizing templates and designing layouts that align with brand guidelines and effectively communicate messages.
- Experience in collaborating with teams to produce visually appealing content for campaigns and client projects.
- Utilized Canva's features to streamline the design process, ensuring timely delivery of high-quality visuals.

## WORK HISTORY

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### 1. Prominent Homes (Real Estate Listings Portal)

**Client:** Freelance | **Tech:** React.js, Axios, Node.js, AOS, Bootstrap, Vite

- Developed a responsive and dynamic real estate listings platform with advanced filters for price, location, and property type.
- Integrated backend APIs using Axios to fetch and render real-time property data.
- Implemented infinite scrolling and pagination to enhance user navigation and performance.
- Utilized AOS for smooth on-scroll animations and Bootstrap for responsive UI layout.

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### 2. RecoTool (Reconciliation Software Website)

**Client:** Freelance | **Tech:** React.js, Axios, Node.js, AOS, Bootstrap, Vite, Formik, Yup

- Designed and developed a fully responsive **Recotool** web application for streamlined recommendations and user interactions.
- Integrated **Formik** and **Yup** for efficient form handling and validation, ensuring smooth user input and experience.
- Utilized **AOS** for stunning scroll animations, enhancing the user interface with smooth transitions and effects.
- Built with **React.js** for dynamic content rendering, while ensuring seamless server communication through a **Node.js** backend.

## VERTICURL MARKETING PVT LTD (JUNE 2022 – 2024 AUGUST)

### ROLES & RESPONSIBILITIES

- Deep knowledge in Liquid syntax, HTML, CSS and JavaScript
- Ability to work in teams, manage them and adopt to the current process is necessary.
- Expert in campaign-related activities including Web hook, API Trigger based, Action campaign setup, building landing pages, and scripting
- Hands on development experience in Email, Push (In-App, Web-push) and SMS campaigns/Canvas. Good Experience in working with Marketing teams and campaign briefs and managing end to end campaign design, build, QA & delivery

### PROJECTS HANDLED

- SAMSUNG
- PEDRO
- CHARLES & KEITH

## 9VN COMMUNICATIONS PVT LTD (APRIL 2021 – MAY 2022)

### ROLES & RESPONSIBILITIES

- Improved web design and usability through UX testing.
- Created innovative websites with animations, audio and video displays. Prepared and shared design drafts, sketches and layouts to communicate initial progress.
- Created graphics for signage, packaging and digital promotions using Adobe InDesign.
- Used Figma to design Mobile Application and Desktop Application.

- Managed deadlines to deliver finalized functional and aesthetic materials on time.

## Mobile & Desktop Application Design in Figma

- **Project Overview:** Led the design of both mobile and desktop applications using Figma, focusing on creating intuitive user interfaces and seamless user experiences across platforms.
- **Design Process:**
  - **Mobile Application:** Developed high-fidelity mobile app designs, ensuring responsiveness and usability on various screen sizes. Utilized Figma's prototyping features to create interactive flows, allowing stakeholders to experience the app's functionality before development.
  - **Desktop Application:** Designed desktop application interfaces, adapting layouts and interactions to suit larger screens and different user behaviors. Employed Figma's auto-layout and constraints to maintain consistency and responsiveness across devices.
- **Prototyping & Collaboration:** Leveraged Figma's prototyping tools to build interactive prototypes, facilitating user testing and iterative design improvements. Collaborated with cross-functional teams in real-time, incorporating feedback to refine designs and ensure alignment with project goals.
- **Outcome:** Delivered polished, user-centered designs that effectively bridged the gap between concept and development, contributing to the successful launch of both applications.

## PROJECTS HANDLED

- HISAB
- SHOOPi9
- EPHARMA

## ITALIUS-DOHA

(2020 AUG – 2020 DEC)

## ROLES & RESPONSIBILITIES

- Worked on in-house project of itialus
- Producing sample designs and updating
- Meeting with Project Managers on Skype to understand the requirements.
- Creating Websites with all responsible mode on mobile, tab and desktop.

## **REGENT RESEARCH WRITING – WEB DESIGNER**

(2019 SEPTEMBER – 2020 MARCH)

### **ROLES & RESPONSIBILITIES**

- Good Experience on conversion of PSD to HTML.
- Producing sample sites and working according, designs updating.
- Meeting with Project Managers to discuss requirements and/or project progress
- Demonstrating and Receiving feedback about draft sites.
- Keeping up to date with recent Technological and Software Developments.
- Developing skills and expertise in languages such as HTML, CSS and JavaScript, Angular.
- Creating Websites that are effective and appealing and responsible on mobile, tab and desktop.
- Good knowledge to work on developed code.
- Worked as part of a Multidisciplinary team.
- Completing the work within the allocated time.

## **GSEARCH INFO PVT LTD – WEB DESIGNER**

(2017 JULY – 2019 APRIL)

### **ROLES & RESPONSIBILITIES**

- Proficiency in front-end development web programming languages such as HTML and CSS, jQuery, and JavaScript.
- Designing visual imagery for websites and ensuring that they are in line with branding for clients.
- Good understanding of content management systems and worked with different content management systems. (WordPress, Magento).
- Designing sample pages including colors and fonts.
- Preparing design plans and presenting the website structure.
- Testing and improving the design of the website.
- Good understanding of search engine optimization principles.
- Proficient understanding of cross-browser compatibility issues.
- Knowledge on Incorporating functionalities and features into websites.

## **MASYMBOL TECHNOLOGIES – WORDPRESS DESIGNER**

(2016 FEB – 2017 APRIL)

## **ROLES & RESPONSIBILITIES**

- Managing Front-End Development and Back-End.
- Generating Themes and Performance Monitoring.
- Experience building user interfaces for websites and/or web applications.
- Experience designing and developing responsive design websites.
- Designing and implementing new features and functionality
- Establishing and guiding the website's architecture
- Ensuring high-performance and availability, and managing all technical aspects of the CMS
- Helping formulate an effective, responsive design and turning it into a working theme and plugin.
- Participate in Client Meetings.
- Conducting WordPress Client Training.

## **EDUCATION**

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### **BSC-IT (INFORMATION TECHNOLOGY)**

May 2014

### **DIPLOMA-IT (INFORMATION TECHNOLOGY)**

May 2012

## **CERTIFICATION**

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- BRAZE Certified Marketer

## **LANGUAGES KNOWN**

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- English, Hindi, Marathi, Tamil, Telugu