



INDU PAL

Deputy Manager-Web Designer

Highly creative and multitalented Web and Graphic Designer with extensive experience in website, landing pages, EDMs, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations.

Having 3 years & 8 months of industry experience in providing web & user interface design and 2+ years of experience in e-publishing domain.

A quick learner who can absorb new ideas and can communicate clearly and effectively. Currently looking for a opportunity to join a dynamic, ambitious, growing company and forge a career as a first class website designer.

Work Experience

Deputy Manager-Web Designer

August 2018-Present

Successfully create and code the design & layout of webpages, landing pages & EDM using both technical and non-technical skills to produce websites that fit their customer's requirements. Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Coordinate freelance designers, consultants and vendors to meet all project requirements. Create and conduct highly persuasive sales and marketing presentations. Updating an already existing website and test websites at different stages of design, on a variety of devices.

Key Achievements:

- Established trusting relationships with designers, vendors, and key clients.
- Coordinated staff participation in community-sponsored charitable events.
- Consistently recognized for fresh and innovative ideas and applications.

Duties:

- Design website, landing pages & EDM using HTML5, CSS3 and Bootstrap and convert PSD files to HTML pages.
- Designing & creating marketing & e-marketing materials on a range of projects.
- Designing web campaigns for online initiatives, editorials, emails & web banners.
- Updating & Enhancing the look, functionality and appearance of a website.
- Fixing problems encountered in the functioning of the website.

Web Designer

April 2015-August 2018

MediaGuru Consultant Pvt. Ltd

Designing engaging and responsive landing page and EDM. Working with marketing and research teams to incorporate brand elements and relevant market research findings into website. Ensuring website function and stability across devices i.e. desktop, mobile, tablet.

Duties:

- Create PSDs for visual layout of web pages and convert each design into HTML and CSS.
- Involved in designing EDMs, ads for magazines, brochures, roller banners, side banners, flyers, newsletters, booth graphics, visiting cards and online graphics.
- Producing graphic content for site re-skins, page layout, email designs, letterhead, case study, white papers, factsheet, infographics and static banners etc.
- Ongoing design and maintenance of new and existing websites.
- Testing websites for functionality in different browsers & at different resolutions.

Area of Expertise

HTML5

CSS3

Adobe Photoshop

Bootstrap

JavaScript Plugin Implementation

Adobe Illustrator

Corel Draw

Graphic Design

Sublime Text

XML

Power Point Presentation

Fixing errors & bugs

Adobe Spark

Dream weaver

Personal Skills

Problem solving

Thinking creatively

Attention to detail

Open minded

Good team player

Strong work ethic

Experience Continued

Programmer

May 2013-December 2014

Aptara International Pvt. Ltd

Experience in various production process in pre-publishing and exposure to one or more of the following area- XML data conversion, ePub, Tex and end-to-end book creation. Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials.

Duties:

- Handle uploading, troubleshooting and processing metadata and book files through aptara internal systems.
- Responsible to create, maintain HTML/ePub files independently.
- Manual coding in HTML and CSS
- The role is daily contact with the content and metadata.
- Job analysis and developing process documentation based upon client instruction.

Junior Developer

September 2012-April 2013

Vendor Plus Consultant Pvt. Ltd

Electronic publishing or ePubublishing includes the digital publication of e-books and electronic articles like Journals, Conferences, and Reports.

Duties:

- Image and text extraction using software.
- XML data conversion execution with ePub experience.
- HTML, XML, xml tagging and conversion of pdf files into xml files.
- Image correction and sizing according to clients requirements using photoshop.
- Remove errors from xml and html files using software applications.
- Technical Editing, proof reading and pagination etc.

Key Skills & Competencies

- Experience of HTML, CSS, JQuery Plugin Implementation.
- Proven experience in design websites for the online environment.
- Innovative, highly creative, ability to work independently and as part of a team.
- Proven track record in front end design and development using CSS5 and HTML5.
- Experience with EDM, catalogue, brochure and magazine advertisement.
- Highly organised and able to prioritise own work schedule.
- Able to work within brand and design guidelines, creative flair and good color sense.

Academic Qualifications

2006 - 2010

B-Tech in Computer Science

BBDIT, Ghaziabad -(UPTU, Lucknow) with 65.36%

2005 - 2006

Higher School Secondary Certificate in PCM

The Model Intermediate College, Kanpur with 67%

2003 - 2004

Secondary School Certificate in PCM

The Model Intermediate College, Kanpur with 67%

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place:

Date:

Personal Details

Address

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New Delhi-110092

Mobile No.

09643668530

Email

2014.indupal@gmail.com

DOB

04/07/1988

Sex

Female

Marital Status

Married

Nationality

Indian

Languages

English, Hindi

Hobbies

Surfing Net

Listening to music

Solving Sudoku puzzles

Cooking

Gardening

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