

Reena Rani

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Introduction

Motivated and detail-focused Web Support Specialist with experience in web design, CMS management, and front-end development, combined with strong knowledge of SEO best practices. Skilled in maintaining responsive websites, ensuring accessibility, and applying user-centred design principles. Hands-on experience with on-page and technical SEO, site audits, Core Web Vitals optimisation, and data-driven improvements to increase search visibility and traffic. Passionate about creating functional, accessible, and search-optimised digital experiences that meet both business and user needs.

Employment History

Junior Web Support & SEO Specialist | Safetech Ltd. | UK

Apr 2025–Present

- Maintained and supported multiple websites, ensuring **responsiveness, accessibility**, and user-centred functionality.
- Optimised image file sizes and minified CSS/JavaScript files to achieve a **20% improvement** in page speed scores.
- Conducted regular website audits using Screaming Frog and Google Search Console, fixing technical issues across **10+ websites** related to performance, accessibility, and SEO.
- Increased organic **search traffic by 5%** through fixing critical errors, improving Core Web Vitals, and applying data-driven on-page SEO updates.
- Developed and executed SEO strategies aligned with industry trends, including building high-quality **DA40+** backlinks, which improved domain authority, organic visibility, and drove targeted traffic.
- Supported resolution of **50+ web support tickets monthly**, delivering troubleshooting, CMS updates, and technical fixes to ensure uptime and smooth user experience.

Web & UX Designer | Better Career | Remote, UK

Feb 2024–Mar 2025

- Designed and developed **engaging, responsive web layouts** aligned with brand identity.
- Delivered landing pages and email templates that improved engagement and conversion metrics.
- Maintained client communication throughout to ensure user-centred and goal-oriented outcomes.
- Developed and tested conversion-focused landing pages, which drove a **20% improvement in sign-up completions**.

Web Designer | Radar One Media Ltd | Brighton, UK

Apr 2023–Jan 2024

- Designed user-focused websites and microsites prioritising clean UI and usability.
- Created visual content for marketing campaigns, including landing pages, email campaigns, and social media ads.
- Reduced bounce rates by 15% on redesigned pages by improving structure, readability, and CTAs based on analytics.
- Maintained and updated website content, ensuring alignment with organisational goals and branding.

Web Designer | Treble-D Solutions | India

Apr 2022–Dec 2022

- Designed intuitive, responsive websites focusing on clear UX flows and modern visual design.
- Built and launched **12+ mobile-optimised** websites using HTML5, CSS3, and Bootstrap with average load

times under 3 seconds.

- Created digital graphics and banners to enhance content engagement, aligned with business messaging.
 - Conducted usability testing and collaborated with SEO, marketing, and back-end teams to deliver cohesive digital experiences.
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Education

MSc in User Experience Design | University of Brighton

Jan 2023–May 2024

3 Years Diploma in Computer Engineering | India

2011–2014

Skills & Tools

Skills: Web design, UX & user-centred design, front-end development (HTML, CSS, JavaScript), CMS management, SEO audits, keyword research, metadata optimisation, internal linking, accessibility, performance optimisation, on-page SEO, technical SEO, keyword research, schema markup, crawlability, Core Web Vitals, content optimisation.

Tools: WordPress, WooCommerce, Wix, Shopify, Google Analytics (GA4), Google Search Console, Screaming Frog, SERanking, SEMrush, Ahrefs, Figma, Adobe Photoshop

Volunteering

Ladies That UX Brighton | Brighton, UK

Nov 2023–Present

AbilityNet | London, UK

Dec 2024 –Present

UX Camp Brighton | Brighton, UK

Apr 2024