

# Reena Rani

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## Introduction

Motivated and detail-focused **Web Support Specialist** with strong experience in website management, UX optimisation, and technical SEO. Skilled in improving website performance, conversion rates, and accessibility across multiple digital platforms. Proficient in managing CMS platforms, collaborating with developers, and delivering data-driven improvements that enhance user experience and business performance. Passionate about optimising digital journeys that are user-friendly, high-performing, and aligned with organisational goals.

## Employment History

### Web Support & SEO Specialist | Safetech Ltd. | UK Apr 2025–Present

- Maintain and update web pages in CMS platforms, ensuring accuracy, accessibility, and responsive layouts.
- Collaborated with developers and designers to ensure smooth implementation of designs.
- Implemented performance improvements (image compression, lazy loading, and script minification) that enhanced **Core Web Vitals** and reduced page load times.
- Designed and built responsive websites that aligned with brand guidelines and user needs.
- Produced design assets for campaigns and supported developers in implementation.
- Conduct site audits using **Screaming Frog**, **SEMrush**, and **Google Search Console**, identifying and fixing technical SEO issues across 10+ sites.

### Web & UX Designer | Better Career | Remote, UK Feb 2024–Mar 2025

- Designed and developed responsive websites and email campaigns using HTML/CSS.
- Designed and edited visual assets for landing pages, email campaigns, and marketing content.
- Tested emails and web content across devices and browsers using Litmus and built-in QA tools.

### Web & UX Designer | Radar One Media Ltd | Brighton, UK Apr 2023–Jan 2024

- Designed user-focused websites, microsites, and marketing materials with a focus on clean UI and usability.
- Created compelling visual content for digital marketing campaigns, including landing pages, email campaigns, and social media ads.
- Maintained and updated website content, ensuring all elements were aligned with organisational goals and branding.
- Collaborated with marketing teams to optimise web content and drive user engagement.

### Web Designer | Treble-D Solutions | India Apr 2022–Dec 2022

- Designed intuitive, responsive websites with a focus on clean UX flows and modern visual design.
  - Developed front-end components using HTML5, CSS3, and Bootstrap, ensuring fast load times and optimal cross-browser compatibility.
  - Created digital graphics and banners to enhance content engagement while aligning with business messaging.
  - Conducted usability testing and feedback sessions to iterate and refine website designs.
  - 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

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## 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

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

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## Volunteering

Ladies That UX Brighton | Brighton, UK

Nov 2023–Present

AbilityNet | London, UK

Dec 2024 –Present

UX Camp Brighton | Brighton, UK

Apr 2024