✈ SATHYA RAM — WEB DEVELOPER & UI/UX DESIGNER

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I'm Sathya, an energetic and professional problem-solver excellent at website creation, interface design and graphic art. I help companies and individuals design end-to-end digital products. I turn ideas into functional, delightful, and accessible websites. Leveraging experience from my successful consultancy business, I'm ready to bring my breadth of business / technical knowledge, extensive AI expertise and pixel-perfect savvy to contribute to the success of your company.

EDUCATION

Lehigh University
Aug 2012 - May 2016 | Bethlehem, PA
Bachelor of Arts - double major in Graphic Design and Studio Art: concentration in Photography.

General Assembly
Aug 2018 - Dec 2018 | Washington D.C.
5-month Web Development Immersive coding bootcamp where I gained proficiency in React.js and JavaScript.

SKILLS

Development: WordPress, Drupal, HTML, CSS/SASS, JavaScript, React, Next.js, PHP, GSAP, Tailwind, Webflow, Squarespace
Technical + AI: SEO, Google Analytics, Jira, Git, Copilot, A/B Testing, Accessibility, Shopify, CursorAI, Windsurf, ChatGPT
Design: Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva, Blender, AutoCAD
Photo + Video: Adobe Lightroom, Adobe Premiere, Adobe AfterEffects, Studio lighting, Color grading, Gripping/gaffing
Soft Skills: Highly collaborative, Bold, Passionate, Curious, Extroverted, Empathetic, Adaptable
Certifications: Google Data Analytics Cert. (2018), Acquia Front-End Specialist (2018), General Assembly Web Immersive Cert. (2018), UCLA Film & TV Summer Institute Cert. (2024)

EXPERIENCE

Sathya Ram, LLC - Developer & Designer
March 2020 - Present | Remote
- My client-facing freelance business - discovery, design, front-end theming and building websites in WordPress, Drupal, Next.js, Webflow, Squarespace and everything in between for a wide range of individuals and enterprises
- Responsible for project prioritization, project agreements, budgets, and timelines - scheduling meetings, prototyping, wireframing, designing, coding, optimizing then publishing, working end-to-end with the client every step of the way
- Built out 12 full-fledged, published websites, with page views ranging from 20K to 385K per month
- Expertise in full branding and logo design in Figma & Illustrator as well as the QA pipeline throughout the product life cycle
- Ensuring effective communication between customer requirements, designers, project managers and back-end developers
- Teaching clients how to use their website properly, empowering them to make edits, and writing extensive documentation
- Work ranges from small static sites to CMS builds for companies such as Sanofi, Brookings Institute and Bank of America
- Educating clients on data / statistic driven decision-making as well as tracking statistics on Google Analytics
Front-end Work: Patagonia's Home Planet Fund - The Sontag Foundation - The Brookings Institute - PFlag

Forum One - Front-End Developer
January 2019 - February 2020 | Alexandria, VA
- Was responsible for front-end theming, styling, and component creation - creating responsive and accessible WordPress themes and websites with HTML, CSS, SASS & JavaScript
- Built out, configured and styled the front-end for 6 full-scale websites that successfully launched, including a large medical research institute, state governments, and non-profit organizations
- Lead styling updates, custom theming additions, interface fixes, development enhancements, and general site maintenance for 9 different commercial sites while also collaborating on project teams with Git, Jira and Agile workflow
- Meeting directly with clients presenting and showing work, gathering criteria, having revision rounds
Front-end Work: Howard Hughes' Biointeractive - Vilcek - South Carolina Dept. of Labor - Amanda Foundation

Lehigh University - Senior Web Developer
Dec 2016 - July 2018 | Bethlehem, PA
- Designed and maintained the Lehigh Campus Portal built on Ellucian's Luminis Platform, utilizing a custom developed theme built with Bootstrap, Masonry and custom JavaScript
- Managed copious portal features, uptime and analytics serving parents, current and prospective students with daily content, updates and critical class/school information; ~ 250K page views per month
- Held stakeholder meetings testing new designs and features - A/B testing using click heat maps, eye focus tracking, color contrast preferences, and ADA/a11y tests - paving the way for lasting updates to accessibility standards across Lehigh sites
- Designed, developed and implemented the current Lehigh Drupal 7 theme in SASS, PHP, and JavaScript currently used by 50+ sites across the University culminating to over 1.2 million page views a month
Front-end Work: Lehigh's Art & Architecture Department - Technical Entrepreneurship - Creative Inquiry