

Web UX/UI Lead

8+ Years of experience

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#### Objective:

I'm seeking a key role in a growth-oriented organization where I can utilize my knowledge and experience together with my innovation and versatility and my ability to work well with others.

#### Technical Skills:

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|-----------------------------------|----------------------------------|
| ★ HTML4/HTML5, CSS/CSS3           | ★ Adobe : Photoshop, Dreamweaver |
| ★ CSS preprocessors - LESS / SASS | ★ Open Office                    |
| ★ Responsive Web Design           | ★ CMS : Wordpress                |
| ★ Bootstrap Framework             | ★ Brand development              |
| ★ UI/UX design                    | ★ Usability testing              |
| ★ JavaScript, JQuery              | ★ Conversion Optimization        |
| ★ Web Semantics (Microdata)       |                                  |

#### Summary:

- Over 8+ years of professional experience in designing & creating HTML websites.
- Conceptualized, designed and developed the web designs that are visually pleasing and highly efficient.
- Developed responsive projects on web with HTML5, CSS3 and JQuery leveraging the Bootstrap framework.
- Designed and developed HTML email templates.
- Created custom LESS/SASS files to re-use CSS styles for a website.
- Experience in developing CMS based websites in wordpress.
- Skilled in all aspects of the design lifecycle - from initial requirements, brain-storming, conceptualization, wireframes, initial visual mockups, and approval process, prototyping html, testing and to final production.
- Good interpersonal, communication and people management skills.

### Education:

- B.E in Electrical and Electronics Engineering (2001 – 2005) from S.C.S.V.M.V affiliated to Deemed University, Tamil Nadu with an Aggregate of 63%.
- Intermediate (1999 - 2001) from Board of Intermediate Education, Andhra Pradesh with an Aggregate of 69%.
- SSC (1998 - 1999) from Board of Secondary Education with an Aggregate of 70%.

### Experience Summary:

- 1) Currently working as Web UX/UI Lead in Devblaze High Performance e-Commerce Pvt. Ltd., Hyderabad from July 01, 2012 to till date.

#### Project Showcase:

Have successfully handled 75+ projects (with a focus on e-Commerce websites) & will be furnished upon request. Below are some prime projects:

- [Alpaca onlineshop](#)  
Url : <https://alpaca-onlineshop.com>  
Environment : HTML5, CSS3, JQuery, Bootstrap  
Domain : fashion e-Commerce
- [Life Energy Plus](#)  
Url : <https://www.lifeenergyplus.de/>  
Environment : HTML5, CSS3, JQuery, Bootstrap  
Domain : Bio & Health products, e-Commerce
- [ZETT shop](#)  
Url : <https://www.zett-mode-shop.de>  
Environment : HTML5, CSS3, JQuery, Bootstrap  
Domain : fashion e-Commerce
- [Schuhcenter.de : Schuhe Online-Shop](#)  
Url : <https://www.schuhcenter.de>  
Environment : HTML5, CSS3, JQuery, Bootstrap  
Domain : fashion e-Commerce
- [Simplify-ERP](#)  
Url : <https://www.simplify-erp.com>  
Environment : HTML5, CSS3, Bootstrap  
Domain : CMS - Wordpress
- [NEBIZ™ - nachhaltiges E-Business](#)  
Url : <https://www.nebiz.de>  
Environment : HTML5, CSS3, Bootstrap  
Domain : CMS - Wordpress

- HyperSearch® - Finden und kaufen, statt suchen!

Url : <http://www.hypersearch.io>

Environment : HTML5, CSS3, Bootstrap

Domain : CMS - Wordpress

Responsibilities:

#### Team Leader (TL):

- Reviewing requirement documents, preparing WBS, monitoring and reporting progress throughout the project execution.
- Participated in day-to-day meeting, status meeting and effective communication with team members.
- Coordinate with team members to meet scheduled deadlines.

#### UI / UX Designer & HTML Developer

- Conceptualized, designed and developed web designs that are visually pleasing and highly efficient.
- Developed responsive projects on web with HTML5, CSS3 and JQuery leveraging the Bootstrap framework.
- Created custom LESS/SASS files to re-use CSS styles for a website.
- Used CSS Animation to achieve dynamic interactive behavior in web pages.
- Designed and developed HTML email templates.
- Responsible for conceptualizing, designing and developing CMS based websites in wordpress.
- Integrated microdata as per schema.org with HTML5 tagging for helping in SEO.
- Provided effective and functional web designs to customers using user centric design methods that met their specific business/personal needs.
- Possess strong conceptual skills and the ability to carry ideas from planning stages using wireframes to implementation.
- Participated and Analyzed in discovery sessions to gather functional-specifications for e-commerce websites and business-requirements for CMS websites.
- Lead usability and user interface testing for design refinement.
- Provided creative ideas and constructive feedback to other designers.

- 2) Worked as Web Designer in Saras India Systems Pvt. Ltd., Hyderabad from May 01, 2010 to June 30, 2012.

Responsibilities:

- Designed and Developed Website templates for various industries using Adobe Photoshop and Dreamweaver.
- Created Flash banners and animated GIF images for the websites.
- Worked on customizing SharePoint template along with (dot) Net team.

- 3) Worked as Web Designer in Scion Software Solutions, Hyderabad from April 01, 2009 to April 30, 2010.

Responsibilities:

- Designed and Developed Website templates for various industries using Adobe Photoshop and Dreamweaver.
- Created Flash banners and animated GIF images for the websites.
- Logo Design, Branding.

**Declaration:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date :

Place : Hyderabad

(Aswanth Poorna Maddali)