

Head Designer

NIRMALA BENJWAL

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~ Visionary Technology Professional ~

Product Specialist/Technical Analyst

AN OVERVIEW

- ✧ Worked for ecommerce Specialist Company (eDigitalResearch, UK) for past 8 years.
- ✧ Good experience of studying and analysing user experience on ecommerce websites
- ✧ Strong experience of managing clients and resolving their queries.
- ✧ Product Support/Management. Have worked as a product specialist.
- ✧ Contributed to decision-making for introduction of new technologies to enhance business opportunities & customer satisfaction.
- ✧ An effective leader with honed communication, interpersonal, planning, coordination & analytical abilities. Flair for interacting with people across hierarchical levels in an organisation for smooth execution of projects.

SKILLS

- ✧ Ecommerce websites research and performance
- ✧ Technical/Client Support, Client relationship
- ✧ SEO/Digital Marketing
- ✧ In-House Product research and improvements.
- ✧ Product management and support
- ✧ Hands on experience of designing developing community websites for ecommerce clients.
- ✧ Coding skills in html,css,php and working with photoshop, mobile optimisation
- ✧ Working knowledge of javascript,spss

ORGANISATIONAL SCAN

Since Jan2004

Growth Path with Highlights:

Support Analyst
eDigitalResearch, UK

Jan'04 – Mar'07

Key Deliverables:

- ✧ As a Support Analyst have track record of studying and analysing different ecommerce websites for clients (their behaviour and performance). Tracking the user online journey using in-house digital products and working to strategies to improve them and achieve a WOW level Customer satisfaction experience.
- ✧ Designing online survey questionnaire from the usability point of view and working with client to get it launched onto clients website
- ✧ Working with the other in-house digital products and integrating them to client's website.
- ✧ Analysing the data using spss and excel and converting them into useful business terminologies
- ✧ Coding html,css into the digital programming tool. Testing the product in details before release to the clients.

Technical Analyst
eDigitalResearch,UK

Mar'07 – Dec'2010

Key Deliverables:

- ✧ This was mainly a product specialist role where I was the subject matter expert and responsible for educating /training the clients on our digital products. Preparing the necessary technical documents
- ✧ Developing the vision for the new product if required based on the clients requirements and helping launch it into client's website.
- ✧ Mentoring the new analyst in the team.
- ✧ Analysing the digital products from the consumer point of view and market requirements and working towards its improvements. Acting as a bridge between the client, senior research specialists and the backend technical team.
- ✧ Coding html, css and php for the design and development area in the technical team when needed.
- ✧ Building and managing community websites for clients
- ✧ Making changes to our own website when needed.

✧ Experience of using google analytics, webmaster and developers tool for website analysis

Technical Analyst (Self employed) Jan'11 – Mar'13
eDigitalResearch,UK (support from India)

Key Deliverables:

- ✧ Worked remotely for edigital from India
- ✧ Working for the technical team on their in house digital products mainly in the design team
- ✧ Supported their clients Tesco and British telecom on various occasions from India
- ✧ Organised a few training sessions on our digital products for TESCO (in their Whitefield office)

PROFESSIONAL COURSES

- ✧ Website design, London
- ✧ Website development, London
- ✧ In-house training on Photoshop
- ✧ In-house training on client management

SCHOLASTICS

2001 **Masters in Technology** - from IIT, Delhi
Modules: Physics, C++

Educational Qualification

Course	Subjects	Year	Board/Institute	Division	Percentage/CGPA
MTech	Physics, C++	2001	IIT Delhi	First	8.4(CGPA)
MSc	Physics, Fortran	2000	IIT Roorkee	First	67%
BSc	Physics, Maths, Chemistry	1998	Garhwal University	First	69%
XII	Physics, Maths, Chemistry, English, Hindi	1995	ISC	First	80.25%
X	Science, Maths, Computers, English, Hindi	1993	ICSE	First	88%

Academic Achievements:

- ✧ Received **Scholarship for Post Graduation Course** for securing high marks in entrance examination.

PERSONAL DOSSIER

Date of Birth : 2nd November 1977
Residential Address : 542 Raindrops Appt, Harlur Road, Off Sarjapur Road, Bangalore