V. Sunil Kumar Reddy

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EDUCATION

BTECH, Electrical and Electronics   **(July 2020 – May 2023)**
Sanketika Institute of Technology and Management, Visakhapatnam – AU

Diploma in Electrical&Electronics Engineering   **(July 2016 – April 2019)**
Mrs. AVN Polytechnic College, Visakhapatnam – SBTET

EXPERIENCE

- **CORE VOLT MATRIX — *Software Engineer&Visual Designer***   *Apr 2025 – Present*
  - Led the creation of the company's brand logo and visual identity.
  - Redesigned the in-house HRMS platform from scratch—managed UI/UX and full-stack development using React.js, Tailwind CSS, and Supabase.
  - Integrated design systems and ensured seamless collaboration between design and dev teams.

- **INTEXM MEDIA — *Lead UI/UX Designer & Presentation Designer***   *Jan 2025 – Apr 2025*
  - Directed the design and development of a fintech application's architecture and interface.
  - Delivered consistent UX across web/mobile platforms by managing design workflows and development handoff.

- **INTEXM MEDIA — *UI/UX &Slide Designer***   *Oct 2023 – Dec 2024*
  - Enhanced multimedia assets for web and mobile, increasing engagement by 90%.
  - Improved load speeds by 97% and boosted retention by 70%.
  - Designed marketing materials and responsive web pages, resulting in a 40% higher conversion rate.
  - Developed pages using HTML, CSS, JS, jQuery while aligning with branding standards.

- **INTERNSHIPS — *Video Editor Intern***
  - **Sales Era:** Produced marketing videos that increased social engagement significantly.
  - **Psychobeings:** Created educational content that helped grow the audience from 100 to 2,000+ followers.

PROJECTS

- **UI Color Generator (React.js, Supabase, Tailwind CSS, ShadCN):** Developed an online utility to generate Tailwind CSS palettes with real-time UI previews and dark/light mode toggle.
- **Interior Design Website (React.js, Supabase, Firebase, Tailwind CSS):** Full-featured design site with blog, user map, caching, and push notifications via Firebase tokens.
- **Landing Pages (Preline, HTML, Tailwind, JavaScript, PHP, CodeIgniter):** Built responsive, backend-integrated landing pages optimized for conversions and branding.
- **Mobile Trading App (React Native, Firebase, Supabase)**

- Developed a feature-rich app for traders with tools like **market signals, P&L calculators, and price alerts**
- Designed the full user interface with **React Native and Tailwind**, ensuring adaptive mobile layout
- Integrated **push notifications**, offline support, and deep linking for enhanced usability
- Created internal tools for **signal management, ROI analysis**, and user engagement tracking

SKILLS

- **Core:** Problem Solving, Communication, Creative Thinking, Typing, Presentation, Teamwork
- **Media:** Video Editing, Motion Graphics, Storyboarding
- **UI/UX Design**
  - Design Systems, Wireframing, Interactive Prototypes, Component Libraries
  - Figma, FigJam, Adobe Photoshop, Illustrator, After Effects, Canva
  - Design Thinking, Brand Identity, Accessibility Standards (WCAG)
- **Frontend Development**
  - HTML, CSS, JavaScript, jQuery, Tailwind CSS, Bootstrap
  - React.js, Next.js, ShadCN UI, Framer Motion
  - PWA development, Web Vitals Optimization, Responsive Design
- **Backend&Database**
  - Supabase (SQL, Edge Functions, Realtime), Firebase (Auth, Firestore, FCM)
  - Node.js, PHP, CodeIgniter, MySQL, Prisma
  - REST API integration, Auth flows, SSR/ISR handling
- **Mobile Development&Hybrid Apps**
  - React Native (Expo), FCM Notifications, Adaptive UI Components
  - Deep linking, Offline-first strategies, Cross-platform asset handling
- **Productivity&Workflow**
  - ChatGPT, Notion, Miro, Windsurf, Midjourney, Trae, Git
  - Agile collaboration, Dev handoff, Documentation best practices

CERTIFICATIONS

- Visual Communication Design for Digital Media – NPTEL
- Design&Implementation of Human-Computer Interfaces – NPTEL
- Introduction to Interaction Design – NPTEL
- JavaScript Algorithms and Data Structures – FreeCodeCamp
- Responsive Web Design – FreeCodeCamp

PERSONAL DETAILS

- Full Name: Vuppada Sunil Kumar Reddy
- Date of Birth: 29 April 2000
- Languages: English, Telugu, Hindi
- Mobile: 8790549591
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