JENSON R

WEB DESIGNER & FRONT-END DEVELOPER

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PROFESSIONAL SUMMARY

Experienced and Passionate Web Designer with **4 years of expertise** in creating and maintaining functional, responsive websites for **Astroved.com**. Proficient in utilizing the latest design tools and technologies to enhance website performance and user experience. Demonstrated ability to work on various **revenue-generating sites** and deliver projects on time without compromising management's expectations.

WORK EXPERIENCE

Web designer at AstroVed.com   2020 - Current

Domain: E-commerce

As the Primary **Web Designer at AstroVed.com**, I spearheaded the **design and development** efforts for a global Vedic astrology and remedial rituals company. My core activities included:

- Design, develop and manage astroved and its partner websites.
- Enhanced user experiencem **design layout, optimized website performance and responsive design**.
- Collaborated with **cross-functional** team like PHP, .NET, Mobile App development and Digital Marketing.
- Created visual elements such as **banners, blog images, and newsletters** to enhance the overall aesthetics.

PROJECTS

Designed and developed the web page for AstroVed's official website.

- Completely revamped **AstroVed's homepage** based on current design standards, layout, responsiveness, performance, and increase overall efficacy by **60%**.

Led the design and development for AstroVed revenue web pages and newsletters.

- Completely migrated AstroVed **revenue pages and landing pages** from **code-based to Divi theme**, greatly increasing **production speed by 70%** and improving performance and design layouts.
- Designed and developed over **100+ landing pages**, increasing user engagement by **40%**.
- Designed, converted, and sent newsletters to customers using Zoho Campaigns to promote landing pages.
- Led my senior teammates in knowledge transfer about the **new landing page design format** and helped them adapt to the **Divi theme**.

Provided assistance in enhancing web pages for AstroVed partner sites.

- Worked on Astroved speakers to implement new design layouts, astrologer and user profile pages, increasing user engagement by **20%**.
- Provided assistance in integrating **WordPress WooCommerce** with the Pillai Center site.
- Provided assistance in **front-end coding** expertise for the new admin dashboard, Instant Pooja, and Astropedia.

SKILL & TOOLS

HTML5, CSS3, Javascript, jQuery, Bootstrap, Bulma, WordPress, Divi Builder, Elegant themes, WooCommerce, Webflow, Photoshop, Illustrator, Figma, Front-end Development, Version control, SEO Basics, Web Performance, Responsive Design, Cross-Browser Compatibility, Web Performance Optimization, Unit testing.

HOBBIES: Gaming, Book reading, R&D on Tech and Investment

EDUCATION

BE Computer Science
St.Joseph College of Engineering (Anna University)

Course Completion

Udemy
St.Joseph College of Engineering (Anna University)
Course Title: Web designer: Figma to Webflow

For more information, please visit the portfolio. https://suryajenson.github.io/Jenson-Portfolio/