UTKARSH

AI Automation & Data Analytics

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utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

⌗ https://github.com/utkarsh08-prog

Skills

Technical Skills: — Expert
- C, JavaScript, Java, Python
- HTML, CSS, JavaScript, React.js, MySQL
- Git, GitHub, VS Code
- Windows & Linux

Graphic Designing:
- Canva, Photoshop, Figma
- Thumbnail & Poster Designing
- Social Media Visuals (Instagram, YouTube, LinkedIn)
- Color Theory & Brand Consistency
- Creative Video Thumbnails and Short Reels Design

Marketing & AI Skills: — Expert
- Social Media Management (Instagram, YouTube, LinkedIn)
- AI Tools: ChatGPT, Canva Magic Studio, Notion AI, OpusClip
- Automation Tools: Zapier, ManyChat, Hootsuite
- MS Excel: Pivot Tables, Reports, Analytics
- SEO, Hashtag Research, Content Strategy
- Computer Hardware & Software Troubleshooting

Projects

ShopEasy | E-commerce Platform
- Technologies Used: HTML, CSS, JavaScript
- Developed a responsive e-commerce platform allowing users to explore and purchase items from multiple stores.
- Designed user-friendly interfaces optimized for engagement and conversion.
- Applied marketing-oriented design principles to simulate real-world e-commerce user experience.
- Used Excel to analyze potential user behavior and product visibility trends.

Music Player Website
- Technologies Used: HTML, CSS, JavaScript
- Built a minimalist web-based music player with intuitive play/pause functionality.
- Focused on clean UI/UX to enhance user engagement — applying creative design principles used in content marketing.
- Integrated basic analytics tracking (through JavaScript logs) to measure user interactions.
- Designed using modern layout techniques for responsive and aesthetic appeal.

Certificates

IBM's Skillbuild:
Web Development Fundamentals

Self-Learned:
Graphic Design Fundamentals (Photoshop, Canva, Figma)

IBM's Skillbuild:
Artificial Intelligence Fundamentals

Microsoft:
Get started with Web Development using Visual Studio Code