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**OBJECTIVE:**

I am a highly motivated, dedicated, and enthusiastic individual, capable of efficiently orchestrating tasks to achieve project objectives with a focus on timeliness and creativity. My professional profile is characterized by a keen sense of creativity, resourcefulness, and adaptability, enabling me to thrive in dynamic environments with shifting priorities while consistently maintaining a positive attitude and a strong work ethic.

**EMPLOYMENT HISTORY:**

**Senior eCommerce Designer – Superdrug - United Kingdom (**[**https://www.superdrug.com/**](https://www.superdrug.com/)**)**

**March 2022 – Present**

- Managing and developing the design team, optimising resource to maximise efficiency and work priorities of the in-house design service, including artwork planning and critical path management.

- Leading on project and creating a roadmap, thus contributing to its ongoing development.

- Working with all internal stakeholders to ensure on time delivery to agreed specification of all projects.

- Work with Innovation and UX team to carry out A/B tests and implement finding across Superdrug.com.

- Working closely with the trading team to implement and launch promotional events.

- Creating custom shoppable areas including graphic content, navigation and layout following best practice design and coding.

- Ensuring all designs work across all browsers on all devices.

- Managing and mentoring members of the wider design team and pass on knowledge.

- Completing web analysis of work to see what can be improved and sharing results with the team.

- Planning and implementing a project.

- Creating wireframe/mocksups for new projects and developing them.
- Landing page designs and take them through to code stage and completion.
- Translating the business unit commercial plan into innovative and highly commercial web pages

- Continually create and evaluate banners, web pages and emails to ensure they are optimised for eCommerce.
- Responsible for the consistency of all online communications, ensuring that the brands tone of voice is reflected in all digital marketing collateral.
- Keep up to date with developments and latest techniques in the digital design world. Share and use this knowledge to keep developing the website to keep us ahead of our competition.

- Keeping up to date and aware of site, email and social weekly trade calendars - making last minute changes to designs and ensuring correct assets are delivered on time.

- Supplying required graphics to specifications and limitations and ensuring brand guidelines are followed.

- Deliver in line with our brands identity, values and tone with an excellent eye for detail with strong typography and layout skills across all online channels, delivering pixel perfect design to developers.

- Keen and confident in developing new ideas, researching and supporting with concept curating for brand campaigns

- Team player able to take briefs and develop compelling customer content working collaboratively with colleagues.

**Digital Designer (UI/UX) – Lidl GB, London - United Kingdom (**[**www.lidl.co.uk**](http://www.lidl.co.uk)**)**

**November 2018 – February 2022**

Designing and building weekly Newsletters.
- Creating wireframe/mocksups for email template and developing them.
- Designing email templates with a mobile friendly approach.
- Designing customer centric templates.
- Updating the websites design and text components regularly.
- Designing and building email templates for Lidl upcoming e-commerce wine shop website.
- Designing graphics for the website using photoshop, illustrator and indesign.
- Lidl website weekly maintenance.

Extensive usage of CMS.
- Lidl community Newsletters building and maintenance.

- Designing and maintaining product-based pages in line with the creative theme led by the Brand & Strategy department.

- Managing the end-to-end design of seasonal campaigns for all online properties, liaising with key stakeholders for approval.

- Reviewing ways to optimize UX design in line with business requirements and industry standards.

- Supporting the team in inputting product data, weekly leaflets and store hours into the CMS as required

- Reviewing ways to optimize CRM design in line with business requirements and industry standards.

- Creating images which form the template for the twice-weekly enewsletter; distributing the newsletter proof to all stakeholders in a timely fashion.

- Entering weekly leaflets into app using CMS.

-Creating app teasers and updating as required.

- Providing support/deputising for the Junior Consultant and other members of the Digital team when needed.

**Web Designer - Webware.io, Goa - IN / Toronto - CN (**[**www.webware.io**](http://www.webware.io)**)**

**November 2016 - August 2018**

Designing websites for North American Clients

- Creating wireframes and full site mocks ups from scratch.

- Mobile first approach, building responsive websites designs using Photoshop.

- Designing website banner designs for homepage and blogs pages.

- Custom web designs depending on client requirements

- Designing blogs and newsletters.

- Creating custom graphics for websites and banners based on client requirement.

- Delivered user centric designs.

- Achieved 4 times Webware Ninja award for best performance.

- Logo designs & custom logos using Illustrator.

**Front end Web Designer UI/UX – Tito’s, Goa - IN**

**March 2016 - October 2016**

- Creating web layouts, web application layouts, designs from scratch using wireframes.

- Creating custom templates designs for multiple sites.

- Working with Wordpress, building websites using wordpress.

- Creating custom emailer templates for various events

- Custom theme design for wordpress themes.

- Design custom graphic for flyers and banners throughout the website.

- Creating custom emailer templates for various events.

- Social media images and marketing.

- Designing back-end UI using bootstrap, skeleton structure.

- Writing reusable code.

- Designing banners for homepages sliders, promos & for social media branding.

- Creating logos and other art works for clients.

**Design Executive - Kainos Connections Pvt. Ltd, Goa - IN (**[**www.kainosgroup.com**](http://www.kainosgroup.com)**)**

**August 2013 - November 2015**

- Website mock ups and concepts including wireframes and full mock ups using photoshop and pencil tool.

- UI coding of mobile responsive websites using HTML and CSS, working with CMS systems, website maintenance.

- Establishing a product; taking into consideration it’s looks, works and uses, including: branding, layout, color theory, typography, iconography, illustration, interface design, interaction design and prototyping.

- Designing of web elements. Converting PSD’s to HTML.

- Creating: responsive websites, landing pages, apps for Android, client presentations and creative concepts.

- Co-ordinate with other interface and interaction designers, art directors, front-end developers, UX specialists and project managers to see a product through to completion.

- Designing & coding emails, newsletters.

- Ensuring design work across all platforms.

- Designing graphical content for clients based on their requirements.

- Ensuring that the design meets the clients requirements.

- Designing images for social media, newsletters and blogs.

**Design Trainee - SkillUpTeams, Goa – IN**

**December 2012 - July 2013**

- Converting PSD’s to HTML.

- Use of Adobe Creative Suite (Photoshop, Illustrator).

- Working with fonts, colors, and complete layout control.

- Exploring web page layouts, mockups, branding, color schemes, typography, interface design.

- CSS (Cascading Style CSS class, bootstrap)

- Working with the latest trends for graphics, web and marketing.

**PROJECTS:**

**PHP Project - Stallion IT Solution & Services, Goa - IN (**[**www.stallion.co.in**](http://www.stallion.co.in)**)**

**December 2015 - February 2016**

- Basic concepts of PHP and MySQL, along with advanced topics such as uploading files to server.

- Handling exceptions, working with functions and form data.

- To build interactive, data-driven sites.

- To create forms using helper functions and work with form data.

- Write code that is clean, iterative and can be reused.

- To upload files to the server.

**EDUCATIONAL QUALIFICATIONS:**

**Master of Science in Information Technology (MSCIT)** (August 2014 – 2016)

Sikkim Manipal University Panjim Center - GOA IN

**Bachelor’s in Computer Application (BCA)** (June 2009 - March 2012)

Don Bosco College Panjim - GOA IN

**SKILLS:**

User Interface / User Experience Designs.

Wireframing

Figma

Website layout designs / Responsive web designs

Logos, banners designs

HTML/CSS

JQuery/JS

Bootstrap

Photoshop

Illustrator

SEO

CMS / Wordpress

PHP/MySQL

Microsoft Office

Dreamweaver

**STRENGTHS:**

Ability to learn new things

Excellent communication skills

Positive attitude with excellent time management skills

Multitasking

Pay attention to detail

Complete tasks on time

Schedule activities correctly