

Objective:

Intend to work as a professional designer offering my technical knowledge to the organization and also helping myself to gain knowledge with commitment and dedicated people, which will yield a twin benefit to maximize the growth of both.

Work Experience:

Sulekha.com New Media Pvt. Ltd

Senior UI Designer | November 2011 - Present

Build advanced user interfaces using HTML5, CSS3, SASS, JavaScript and jQuery from design compositions provided for Sulekha sites. Develop interactive user interfaces using JavaScript which allow for a more enjoyable and user friendly experience. Work with Business Analysts, Project Managers, Back-end developers to evaluate and recommend user interface ideas and coding practices.

- UX and Graphic design.
- Coded with **HTML5, CSS3, SASS, JavaScript, Bootstrap** and **jQuery** in **.NET** environment.
- Planned and conduct usability testing sessions.
- Creation of company-wide UX/UI standards.
- Created cross-browser compatible HTML and CSS code.
- Helping back-end programming to integrating design into the code.
- Responsible for Sulekha newsletters and email promotions.

PERI Software Solution. Pvt. Ltd

Web & Graphic Designer | Oct 2010 to Oct 2011

Internal and External website and web application development, with a focus on the User Experience. Work with Project Managers, and Back End Developers to create complex website and web applications.

- Coded with **HTML5, CSS3, JavaScript**, and **jQuery** in **PHP** environment.
- Graphic design and UI design.
- Helping back-end programming to integrating design into the code.
- Vast improvements to usability and SEO.

Softlogic Systems. Pvt. Ltd

Web & Graphic Designer | May 2009 to Oct 2010

Enhanced the company's Internet and Intranet sites using advanced **HTML, CSS** and **JavaScript** features. Created new visual design compositions, including product branding for company's websites and print products in development.

- Gathered requirements for Design
- Design user interfaces for company websites and applications using Adobe Photoshop.
- Work in front-end programming using **HTML, CSS, JavaScript**, and **Flash**.
- Modernized and updated the website.
- Created marketing concepts for web advertising and email marketing.

4th Dimension Design Studio

Flash Animator | May 2008 to Apr 2009

Responsible to design flash animation for E-learning, Corporate Presentation and Flash website for client projects

- Creating attractive flash animations
- Basic Action script
- Working with team
- Interacted with clients to discuss strategy and goals for the projects

Projects

www.sulekha.com

www.skilltechno.com

www.ashrafiaschool.com

www.pournamis.com

www.nmniafra.com

www.jzdgroup.com

www.aishwaryambuilders.com

www.fairbeat.com

www.mrlhomes.com

www.anandjewelleryshop.com

Educational Profile

Graduation

Bachelor of Bank Management, The New College, Chennai. (2005-2008)

Technical Qualification

Certificate in Digital Design, Image Infotainment Pvt. Ltd., Chennai.

Higher Secondary

The Hindu Higher Secondary School, Chennai. (2003-2005)

SSLC

MCT Muthiah Chettiar Higher Secondary School, Chennai. (2003)

Skill Set

Graphics Tools

Adobe Photoshop CS5, Adobe Flash CS5, Adobe Dreamweaver CS5, Adobe Illustrator CS5

Web Technologies

HTML5, XHTML, CSS3, SASS, JavaScript, jQuery

Framework

Bootstrap

CMS

Joomla 3, Wordpress

Key Strength

Fast learner, Hardworking, Assertive.

Inter personal skills, Ability to work independently also good at teamwork.

Ability to adapt to changing Work culture & Environment

Personal Profile

Father's Name

V. Srinivasulu

Date of Birth

15-06-1986

Marital Status

Married

Languages Known

English, Tamil and Telugu

Permanent Address

No: 18, Muniyappa Street, Triplicane, Chennai - 5

Declaration

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Balaji.V.S