

Shubhra Singhania

San Jose, CA | singhania.shubhra@gmail.com | www.shubhra.me | linkedin.com/in/shubhra-s

PROFILE

Self-motivated Developer and Designer with a high level of experience meeting deadlines while working on multiple projects. Skilled at user experience design (UX), user interface design (UI), wireframing, prototyping, graphic design, and writing reusable code.

RELEVANT SKILLS

- Adobe Certified Associate in Photoshop
- Illustrator, InDesign, Adobe XD, Dreamweaver, Premiere Pro, CorelDraw, MS Office Suite
- JavaScript, HTML, CSS, Bootstrap, React, Node.js, Java, PHP, jQuery
- Experienced with Content Management System (CMS) like WordPress
- Website building platforms like Duda, Wix

PROFESSIONAL EXPERIENCE

WebAct Inc. Denver CO

April 2019 – Present

Web Developer & UX Designer

July 2019 – Present

- Worked closely with more than 30 clients to gather and outline requirements and build user-centric, responsive, mobile-first websites in Wix and Duda with basic SEO implementation
- Collaborated with the team in creating an accessible website using Website Accessibility tools
- Developed an automated process for an e-sport organization to create a dynamic single-page website; set-up the back-end to manipulate and store data
- Created custom widgets with cross-browser compatibility and responsive display using HTML, CSS, JavaScript, PHP, jQuery, and APIs for web development platforms
- Helped with customer service and technical support during the COVID-19 pandemic by taking calls and answering emails, and debugging existing widget issues

Web Design Intern

April 2019 – June 2019

- Analyzed requirements, designed and developed 15 functional and responsive websites using web development platforms, including Duda and Wix
- Created artistic logos, web icons, and 404 pages

Management and Business Review (MBR) Columbia, MD

October 2020 – Present

Freelance Web Developer & UI/UX Designer

- Built custom layout and wireframe and used WordPress to develop the website – <https://mbrjournal.com>
- Created business stationery and graphic design material for social media and email marketing campaigns
- Set-up google analytics for monitoring and analyzing website traffic and tag manager for tracking
- Integrated MemberPress for subscription added stripe and Paypal for payment options

Good Dog Service Canines Fallbrook CA

April 2020 – June 2020

Web Designer (Volunteer for Non-Profit organization)

- Ideated a unique theme and design for a user-friendly website according to their new brand and logo
- Designed the 40+ page website using Wix in 2 months, site link – www.gooddogservicecanines.org

Graphic Design & Web Design USA, India

January 2013 – December 2017

Freelance

- Designed and developed websites, prepared application layouts (UI & UX), and web templates for clients in agricultural, advertising, marketing industries, and individual professionals
- Conceptualized and made creative logos, web and mobile banner ads, business stationery, product packaging, packaging prototype, product mockups, pamphlets, brochures, wedding cards, and wedding stationery

Kiara Décor Pvt. Ltd. Mumbai (MH), India
Brand Manager and Designer

October 2015 – December 2016
January 2016 – December 2016

- Formulated brand identity and developed unique brand guidelines and company profile for two brands
- Developed collateral such as display, marketing, and packaging materials, including print materials, brochures, retail catalogs, retail sales presentation, and online showcase to support product branding strategies
- Set-up online marketplaces at Amazon, Flipkart, Snapdeal, and Shopclues
- Built online advertising strategies to increase sales by 180% and grow customer base

Senior Graphic Designer

October 2015 – December 2015

- Collaborated and prepared over 200 graphical images containing infographics and illustrations for social media posts
- Built and executed social media marketing campaigns for 6 clients by monitoring and researching industry trends

Vibrant Holiday Destinations Mumbai (MH), India
Graphic Designer

November 2014 – April 2015

- Developed creative design for marketing and advertising, including print materials, brochures, banners, signs and newspaper advertisements using Corel Draw, Adobe Illustrator and Photoshop
- Designed personalized merchandise for clients such as luggage tags, travel itineraries, passport holders, travel bags, greeting cards, baseball caps, and t-shirts
- Edited videos for social media, advertising, and informational purposes

D.G. Media Productions Mumbai (MH), India
Video Production Intern

March 2014 – May 2014

- Produced video content by working collaboratively with a team of 8 people to facilitate multimedia production
- Assisted in researching stories and ideas and making scripts
- Captured and edited video with the team for 7 projects using Adobe Premiere Pro and Sound Forge

EDUCATION

University of Denver Denver, CO
Master of Science, Information & Communication Technology

January 2018 – November 2019
GPA – 4.0

Arena Animations Academy Mumbai (MH), India
Diploma in Animation

July 2012 – September 2015

Pt Ravishankar Shukla University Raipur (CG), India
Bachelor in Commerce

June 2008 – April 2011

GRADUATE PROJECTS

Capstone Thesis: Improve Usability for Websites of Small Businesses

Fall 2019

- Research supports implementing usability in the early stages of website development as it will save the businesses money and generate more revenue by delivering a better customer experience
- Highlights the benefits of a usable site and limitations in implementing it for small businesses
- Identified eight website usability guidelines for small businesses, which include user-centered design, organization of content and information, consistent, clean and straightforward layout and design, proper navigation, searchability, responsive design, page speed, and usability testing
- Paper presentation link - <https://singhaniashubi.wixsite.com/usability>

Usability Research & Testing

Fall 2018

- Built an informational website for agricultural-based products and conducted usability testing
- Started with a plan and wireframe, then custom coded a responsive website using HTML, CSS, JavaScript, and Bootstrap
- Developed a clear and concise usability test plan. Conducted in-person as well as remote Moderated Usability Testing
- Using the collected data, performed quantitative and qualitative data analysis to improve the website's user interface and experience
- Final website link - <http://www.vasundharabio.com/>