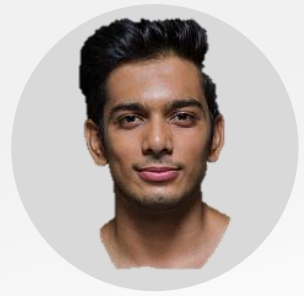


# JAYENDRA NARAYANA



## PROFILE SUMMARY

Results-driven and Innovative UI Development Lead with 12 years of experience in designing and developing websites and mobile applications for travel and hotel booking and job portal and for pharma industry related applications. Skilled in designing and implementing responsive websites that provide seamless user experiences across various devices and platforms. Adept at collaborating with clients to ensure requirements are met, resulting in high customer satisfaction. Demonstrated ability to start projects from scratch, leading the entire process from requirement analysis and client coordination to content authoring, visualization, layout design, and conversion.

Comprehensive expertise in front-end design and development using CSS and HTML, with proficiency in websites, iDetails (Veeva), emailers, SFMC cloud pages, sitecore content authoring and Front-end development. Expertise in search engine optimization techniques to improve website visibility and drive organic traffic. Deep understanding of design principles for secure and scalable applications with a proven track record of implementing robust review and approval processes. Strong interpersonal skills, promoting effective teamwork and smooth project progress. Committed to maintaining quality standards throughout the development and implementation process. .

## WORK EXPERIENCE

### ● Web Development Lead | Indegene Pvt. Ltd, Bengaluru September 2014 – Present



#### Growth Path:

UI Development Lead | July 2022 – Present

Senior Web Designer | July 2018 – June 2022

Web Designer | September 2014 – June 2018

#### Highlights:

- Successfully delivered approximately 100 website projects, utilizing Sitecore content authoring and front-end development, for the creation of responsive websites.
- Demonstrated proficiency in assembling Sitecore website components, and designing visually appealing interfaces.
- Developed and implemented Sitecore SXA components, enhancing website functionality and user experience, resulting in a increased user engagement
- Utilized wireframe designs to conceptualize and create visually appealing and intuitive website layouts, resulting in improved user navigation.
- Successfully executed projects involving Veeva iDetails, delivering engaging and interactive digital content suitable for pharma industry.
- Effectively managed a team of 6 members, providing guidance, mentorship, and fostering a collaborative and productive work environment.
- Successfully led cross-functional teams to ensure seamless integration of UI designs with backend systems, resulting in efficient and cohesive product experiences.
- Received positive feedback from clients and stakeholders for delivering high-quality websites that met their requirements and exceeded expectations.

#### Role Accountability:

- Responsive Website Development and Project Execution: Led the development and implementation of responsive websites, ensuring optimal user experience across different devices and screen sizes.

+91 7010630927

info@visualcv.com

Chennai, Tamilnadu

[LinkedIn](#)

## SKILLS EXPERTISE

- UI Design & Development
- HTML/CSS Development
- Front End Development
- WordPress Development
- Website Development
- Search Engine Optimization
- Client Collaboration
- Content Development
- People Management
- Quality Management
- Six Sigma and Lean Process

## TECHNICAL SKILLS

#### Design Technologies:

Adobe Photoshop, Adobe XD, Adobe Illustrator, Adobe Indesign, Figma, invisionapp

#### Front-end Technologies:

HTML5/CSS3, Bootstrap 3.0/4.0, JavaScript, jQuery

#### CRM:

Veeva, SFMC, SharePoint

#### CMS:

Sitecore SXA 10.0, Sitecore 9.0

#### Project Management:

JIRA, Trilo

#### Documentation:

MS Word, MS PowerPoint, MS Excel

## CERTIFICATION

Salesforce Certified Marketing Cloud Email Specialist

- Sitecore Content Authoring and Management: Responsible for Sitecore content authoring and management, with expertise in utilizing SXA components for efficient content management by gathering content requirements and translating them into engaging and user-friendly web pages within the Sitecore CMS.
- SFMC (Salesforce Marketing Cloud) Implementation: Utilized SFMC (Salesforce Marketing Cloud) for the creation of emailers, newsletters, and microsites, employing journey building techniques to enhance customer engagement. Implemented SFMC features such as dynamic banners, and creation of content blocks and emails, as well as cloud pages.
- Requirement Analysis and Client Collaboration: Conducted requirement analysis and gathered client requirements, ensuring a thorough understanding of project objectives and scope. Visualized designs and coordinated with business stakeholders, clients and internal teams to align development efforts with project goals.
- Web Interface Development and Integration: Translated wireframes and functional requirements into web interfaces, employing HTML, JavaScript, and CSS, while collaborating with the development team to integrate with back-end systems.
- Mobile-Responsive Design and Testing: Built features and applications with a focus on mobile-responsive design, enabling optimal performance across various devices. Conducted comprehensive testing of software to ensure responsiveness, efficiency, and compatibility across different browsers and platforms.
- Troubleshooting and Issue Resolution: Troubleshot and resolved cross-browser and cross-platform issues, ensuring a seamless user experience.

## ● Web Designer | Provab Technosoft, Bengaluru | November 2012 – September 2014



### Role Accountability:

- Created visually appealing and user-friendly layout designs for websites and mobile applications, ensuring a seamless and intuitive user experience.
- Converted design concepts into functional and responsive web pages, utilizing the latest web development technologies and frameworks.
- Developed and executed creative and impactful brochure designs, effectively conveying key messages and promoting brand identity.
- Designed professional and memorable logos that accurately represented client brands and captured their unique essence.
- Demonstrated expertise in hand-coding accessible and search engine optimization (SEO) friendly web pages using semantic HTML5 and CSS3.
- Collaborated with cross-functional teams, including developers and content creators, to ensure the successful implementation of design concepts.
- Conducted thorough quality assurance and testing to ensure compatibility across various devices, browsers, and screen sizes.

## ● Junior Web Designer | Hirecraft Software Pvt. Ltd, Bengaluru | December 2011 – November 2012

### Role Accountability:

- Collaborated with senior designers and developers to contribute to the design and development of websites and web applications.
- Assisted in the creation of user interface (UI) and user experience (UX) wireframes, translating them into functional code to produce visually appealing elements for the application.
- Implemented design concepts, ensuring alignment with branding guidelines and client requirements.
- Maintained and updated content management systems (CMS) to ensure smooth operation and efficient management of website content.
- Assisted in the optimization of websites for improved performance, loading speed, and search engine optimization (SEO).
- Contributed to the documentation and organization of design assets, code repositories, and project files for future reference and collaboration.
- Actively participated in team meetings, brainstorming sessions, and design critiques, offering valuable insights and suggestions.

## EDUCATION

- Bachelor of Science - Computer Science | EILM University | 2013
- Diploma In Multimedia courses | WIZTOONZ College of Media and Design, Karnataka