CURRICULUM VITAE

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VINAY SHARMA

Ph.:+919910100407
E-Mail: vinaysharma58@gmail.com

Summary

A performance driven professional with over 20+ years of experience. Expertise in development of website from requirement and usability analysis to system study involving designing, coding, testing, de-bugging, documentation and implementation. Extensive experience in applying web designing principles (involving usability, accessibility, testing & debugging) to develop creative & innovative websites. Proficient in developing simple, useable, attractive & cross-browser user/web interfaces to ensure effective speed, file size, readability and accessibility. A creative professional with excellent learning skills.

OBJECTIVE

To utilize my extensive experience, knowledge and technical skillset in delivering the best results with outstanding performance in an esteemed organization for mutual benefit, growth and long-term relation.

AREA OF EXPERTISE

Content Creation, Usability Analysis, Prototyping, Visual Design, Usability Testing, UI Designing, Frontend Development, Mobile Application Designs, Graphics and Animation, Video & Sound Editing.

*All aspects of designing are **user-centric** and adhere to **usability guidelines**. I'm actively involved with business analysis and testing teams to understand and improve the user's actual experience. I give high importance to the ease of understanding the website content and emphasis on the authenticity along with ensuring the relevance of the data with designs.*

*Innovative and highly skilled **Generative AI Content Creator** with experience in leveraging artificial intelligence to produce high-quality visual, and multimedia content. Adept at utilizing cutting-edge AI tools and technologies to generate engaging and relevant content across various digital platforms. Proven track record of enhancing content strategy, improving audience engagement, and driving digital marketing success.*

TECHNICAL SKILLS

GenAi Skills: *Claude, Midjourney, Kling, Firefly, Stable Diffusion, Unstable Diffusion, Chat gpt, Copilot, Gemini, Pixverse, Runway ML, Pika Labs, Adobe Express, Grok, Flow ai.*

UI/UX Skills: *Bootstrap 4+, Figma, Adobe XD, Adobe Photoshop, HTML5, CSS3, Angular 5+, JQuery, JavaScript, Visual Studio 2017+, Dreamweaver, Word Press.*

Video/Audio Skills: *Adobe Animator, After Effects, Adobe Premier, Power Director, Canva, Pinnacle Studio, Sound Forge, AudaCity, Media Encoders.*

Version Controls: *SVN, TFS, DevOps, GitHub.*

EDUCATION

Commerce Graduate from CCS University Meerut in Year 2001

WORK EXPERIENCE

R Systems International Limited *Designation:*
Sr. Manager Operations

Job Role	*UX/UI Designing & Frontend Development*
Duration	*September 2007- Till date*
Location	*Noida*

Key Responsibilities

- *Creating unique conceptual designs (**Prototype**) in **Photoshop/Adobe XD/Figma** as per client requirement.*
- *Designed and implemented visually appealing and functional website layouts using **WordPress** themes. Utilized **WordPress CMS** to add, edit, and manage website content.*
- *Develop site layout, color schemes, and user interfaces using **WordPress** themes.*
- *Have a technical knowledge to be able to explain what needs to be done, to programmers.*
- *Make design and technical decisions for .**Net/MVC/Angular/React** projects.*

- *Work closely with the product team to identify research objectives.*
- *Plan and implement the overall user research strategy and methods.*
- *Meet clients to gather information about their requirements and to find out what needs researching, designing or usability testing.*
- *Put users at the center of a design to make it simple, easy to use and good looking.*
- *Modifying existing pages as per new requirements and maintaining them periodically.*
- *Implementing **HTML**, **CSS**, **JavaScript** and **jQuery** as per need of the project.*
- *Creating website **prototypes** and **user interface** concepts and testing for its functionalities and user interface.*
- ***Usability analysis**, reviews and testing.*
- *Resolving cross browser compatibility issues.*
- *Provide support to the design as well as development team in ongoing projects.*
- *Giving inputs in **Project Planning** and **Project Estimation**.*
- *Handling a team of **designers** and **developers**.*
- *Involved with **Research and Development** team.*

WORK WITH R SYSTEMS INTERNATIONAL LTD

- Responsible for resource planning, project assignments and professional development for the User Experience team incorporated a user-centered design.
- Ensure that all UX Design activities are executed at high quality levels, manage team initiatives, set priorities, and manage scoping
- Collaborate with other developers, designers, copywriters, and marketing managers ➢ Assist in training and development of team members
- Maintained accountability for driving consistent and high-quality user experiences across multiple devices and browsers.
- Developed process flows, site maps, wireframes, prototypes, and low/high-fidelity mockups to test and communicate designs across web and mobile platforms establishing user experience best practices for the organization.
- *Designed Wireframes, Mockups, Information Architectures, Workflows*
- Collaborated with technical team to balance design and technical concerns in design
- Ensure that all UX Design activities are executed at high quality levels, manage team initiatives, set priorities, and manage scoping

- Develop and implement technical and developmental goals for team
- *Created **40+** application designs and implemented it on different technologies.*

Avake Technology (India) Pvt. Ltd

Designation: Sr. Web Designer

Job Role	*UI/UX Designing & Frontend Development*
Duration	*May 2006 - September 2007*

Key Responsibilities

- *Modifying and maintaining existing pages UI as per new requirements.*
- *Implementation of HTML, CSS and JavaScript.*
- *Creating website prototypes and user interface concepts.*
- *SEO in order to optimize the client website.*
- *Testing the website for its functionalities and user interface.*
- *Resolving cross browser compatibility issues.*
- *Provide support to the design as well as development team in ongoing projects.*

NAAD Videotech

Designation: Sr. Web Designer

Job Role	*Web Designing/Video Editing/Animation*
Duration	*August 2004 – August 2005*

Key Responsibilities

- *Converted educational books into digital form*
- *Video Editing*
- *Websites Creation Banner Designing*
- *Flash Presentations*

Project developed with Naad Videotech

- *Edit TV advertisements for the medicine Diabtone (Telecast in sanskar channel).*
- *Created Websites.*
- *Created e-books for Students and Mythological Flash Presentations.*

Rashtriya Advertising Agency

Designation: Web Designer

Job Role	*Web Designing*
Duration	*April 2003 – July 2004*

Key Responsibilities

- *Creating HTML templates for approved designs.*
- *Implementation of CSS.*
- *Creating website prototypes and user interface concepts.*
- *SEO in order to optimize the client website.*
- *Testing the website for its functionalities and user interface.*
- *Resolving cross browser compatibility issues.*
- *Provide visual concept for typography, layout, and color for websites.*

IITPL

Designation: Web Designer

Key Responsibilities

- *Creating HTML templates from approved designs.*
- *Implementation of CSS.*
- *Creating website prototypes and user interface concepts.*
- *SEO in order to optimize the client website.*

- *Testing the website for its functionalities and user interface.*
- *Resolving cross browser compatibility issues.*

(VINAY SHARMA)