SUMIT SHARMA

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PROFILE SUMMARY

Innovative and results-driven UI/UX Designer with 5 years of experience in crafting user-centric digital experiences. Adept at translating complex ideas into intuitive, engaging, and accessible designs. Proven track record in leading design projects from conception to completion, collaborating effectively with cross-functional teams, and continuously iterating based on user feedback. Strong skills in **wireframing**, **prototyping, user research, and visual design**, with proficiency in industry-standard tools such as Sketch, **Figma, Adobe XD**. Passionate about creating designs that not only meet business goals but also delight users. I also possess a solid understanding of front-end technologies, including **HTML, CSS** which helps me collaborate effectively with developers to bring designs to life.

Throughout my career, I have demonstrated strong **communication** and collaboration skills, working closely with cross-functional teams to meet project goals. I am committed to continuous learning, staying updated with the latest **trends** in design and SEO to ensure that my work remains cutting-edge and effective.

KEY COMPETENCIES

Process improvement	Report writing and presenting	Strong interpersonal skills
Data-driven strategic planning	Critical thinking skills	Proactive and self-motivated
Cost-benefit analysis	Excellent communication skills	Exceptional organisational skills

TECHNICAL SKILLS

Web Design
- HTML, CSS
- E-Commerce
- SPA

SEO
- Keyword Research and Strategy
- Content Optimization
- Technical On-Page SEO
- User Experience & Engagement
- Performance Monitoring & Reporting

Design Tools
- Adobe XD
- Figma
- Canva
- Photoshop

EXPERIENCES

Go2Market India Pvt. Ltd. | UI/UX Designer   **May 2022 - Present**

During my tenure at Go2Market India, I have:
- Designed user interfaces for both web and mobile platforms, ensuring consistency in design language and brand identity.
- Collaborated with cross-functional teams, including developers, product managers, and UX researchers, to ensure the successful implementation of design concepts.
- Developed wireframes, mockups, and interactive prototypes to communicate design ideas and receive stakeholder feedback.
- Implemented responsive design principles, ensuring a seamless user experience across different devices and screen sizes.
- Participated in usability testing and user feedback sessions to refine designs and enhance the overall user experience.
- Ensured compliance with accessibility standards, making sure that all users, regardless of abilities, can interact with the interfaces I design.

Marketing Fundas | UI/UX Designer & SEO Expert　　　　　　　**May 2021 - January 2022**

I developed a strong foundation in creating visually appealing websites and optimizing them for search engine visibility. My role at Marketing Fundas involved both design and SEO, allowing me to create seamless digital experiences while driving organic traffic growth. During my time at Marketing Fundas, I was known for my attention to detail, creativity, and collaborative spirit. I have a solid understanding of design tools such as Adobe Creative Suite, Sketch, and Figma, as well as SEO tools like Ahrefs and Moz. I am passionate about creating user-centric designs that also perform well in search engines.

As a Web Designer, my responsibilities included:

- **Website Design and Layout**: Created wireframes, mockups, and high-fidelity designs for websites, ensuring they were visually appealing, user-friendly, and consistent with brand identity.
- **Collaboration with Development Teams**: Worked closely with front-end developers to ensure accurate implementation of designs, providing design assets and guidance throughout the development process.
- **Usability and Accessibility**: Ensured designs met usability standards and accessibility guidelines, creating inclusive experiences for all users.
- **Responsive Design**: Ensured that websites were responsive and functioned optimally across different devices and screen sizes.

As an SEO Specialist, my responsibilities involved:

- **Keyword Research and Strategy**: Conducted keyword research to identify relevant terms and optimized on-page elements such as meta titles, descriptions, and headings.
- **On-Page Optimization**: Implemented SEO best practices, including internal linking, URL structuring, and content optimization, to improve search engine rankings.
- **Technical SEO**: Addressed technical issues such as site speed, crawl errors, and XML sitemaps to ensure optimal search engine performance.
- **SEO Analysis and Reporting**: Used tools like Google Analytics and Google Search Console to monitor website traffic and SEO performance, providing actionable insights to improve organic search visibility.

Sukudo Studios | Web Designer & SEO　　　　　　　　　　**January 2020 - May 2021**

I am a dynamic Web Designer and SEO Specialist with one year of contract-based experience at Sukudo Studios, a prominent digital marketing company. During this period, I played a key role in designing engaging websites and optimizing them for search engine success, contributing to Sukudo Studios' reputation for delivering high-quality digital marketing solutions to clients.

As part of my SEO responsibilities, I worked on:

- **SEO Analysis and Reporting**: Used tools like Google Analytics and Google Search Console to monitor website performance, track key metrics, and provide insights for continuous improvement.

During my tenure at Sukudo Studios, I gained a reputation for my creativity, attention to detail, and ability to work in a fast-paced environment. I was involved in multiple successful projects, where my designs and SEO strategies contributed to increased user engagement and organic traffic. My communication skills and collaborative approach have allowed me to work effectively with cross-functional teams, ensuring projects are completed on time and meet client expectations.

Freelancer | Web Graphic Designer　　　　　　　　　　　**April 2017 - December 2019**

As a freelancer in web and graphic design, you've gained skills and insights into managing projects independently, collaborating with clients, and delivering high-quality work. My freelance journey has equipped me with a diverse skill set that combines creativity, technical expertise, and effective project management. I specialize in designing responsive websites, crafting compelling graphics, and ensuring a seamless user experience.

SOFT SKILLS

Problem Solving	Report writing and presenting	Design guidelines & Standards
Data-driven strategic planning	Willing to Accept Feedback	Client & Team Handling
Brainstorming Ideas	Excellent communication skills	Exceptional organisational skills

QUALIFICATION

Master`s of Computer Application
Bharati Vidyapeeth University
2017-2020

Bachelor's of Computer Application
Bharati Vidyapeeth University
2014-2017

CERTIFICATIONS

Desktop Designing
ACWD Pro
Android App Development
Digital Marketing

WORKFOLIO

Websites

- netlingshq.com
- russiafeels.com
- alphaprofencing.ca
- propzilla.in
- go2market.in
- adachikan.com
- justchillzservices.com
- marketingfundas.com
- novusconnect.in
- luxusco.com
- maishainfotech.com
- shiply.com
- ruseducation.in
- bholebabadlp.com
- melbournecheapmovers.com.au
- cheapremovalists.au
- mbbsdirect.com
- socialmediaheroes.ca
- cayk.ca
- func.media
- alpakagear.com
- sportscraft.com.au
- castleandcubby.com.au
- essteele.com.au

And many more projects under NDA
agreement

HOBBIES

- Read Novels
- Learn Infotainment