ADITYA SINGH

Web Designer & Developer

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Summary

Web Designer with 3.5+ years of experience in user experience (UX) design, user interface (UI) design, front-end development, and creating responsive, accessible, SEO-optimized websites that drive engagement, conversions, and business growth. Proficient in modern web technologies, including HTML, CSS, JavaScript, WordPress, and UI/UX tools. Eager to contribute to innovative projects at a passionate web agency.

Key Skills

UI/UX Design, Wireframing, Responsive Design, Branding & Typography, SEO Best Practices, A/B Testing, Accessibility Standards (WCAG), HTML, JavaScript, CSS, Framer, WordPress, Webflow, Figma, Adobe Creative Suite, API Integration, Agile Methodologies, Problem-Solving, Team Collaboration, Communication, Creativity.

Professional Experience

Senior Web Designer | White Ski Digital Agency (Remote Job)   **Jun 2021 - Oct 2024**

- Partnered with clients to conceptualize and execute web design projects from initial sketches to final deployment, ensuring alignment with brand guidelines and boosting user retention by 73%.
- Designed and implemented responsive layouts using HTML, CSS, and JavaScript, integrating APIs for effective content, enhancing user interactivity, and increase session duration by 45%.
- Conducted user research and A/B testing to refine designs, resulting in improved user satisfaction scores by an average of 64% and conversion rates by 36%.
- Managed a team of 7 designers across 15+ concurrent projects, overseeing project timelines, budget allocation, and quality assurance processes to consistently deliver projects on-time & under-budget.

Freelancing | Various Clients Globally   **Aug 2024 - Present**

- Designed and built personal and small business websites using WordPress, incorporating custom themes and plugins, achieving 100% client satisfaction.
- Managed full project lifecycles, including client consultations, design to launch and maintenance.
- Implemented SEO strategies, improving search visibility for 95% of clients and organic traffic by 82%.

Key Achievements

- Launched 70+ custom websites for healthcare, retail, and tech, exceeding client expectations and gaining repeat business.
- Led rebranding, increasing social media engagement by 200% and leads by 45%.
- Optimized non-profit site, cutting load times by 60% and meeting WCAG 2.1 AA, boosting donations by 45%.
- Mentored designers in agile methods, raising team productivity by 60%.

Education

Bachelor of Business Administration   **Aug 2021 - Sep 2024**

Shri Vaishnav Vidyapeeth Vishwavidyalaya University (SVVV)

- GPA: 3.8/4.0

Certifications

- **Adobe Certified Expert (ACE):** Adobe XD, 2024
- **Google UX Design Professional Certificate:** Coursera, 2024
- **Certified Web Accessibility Specialist (CWAS):** IAAP, 2024
- **Responsive Web Design Certification:** freeCodeCamp, 2023
- **JavaScript Algorithms and Data Structures Certification:** freeCodeCamp, 2022