

Aarti Palande

Web Designer

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SUMMARY

Highly motivated and skilled Web Designer with 7 years of experience crafting user-centric websites that prioritize client collaboration and translate their vision into reality. Adept at gathering and analyzing project specifications to ensure clarity and precision in deliverables. Possess strong proficiency in HTML, CSS, jQuery, and Photoshop, with expertise in responsive web design and a commitment to continuous learning.

EXPERIENCE

Web Designer

09/2022 - 12/2023

Markets2Home

Dubai, UAE

Collaborated as a founding member of a web design team

- Fostering client collaboration to co-create a website alongside developers. Leveraged expertise in HTML, CSS, Bootstrap, and jQuery for technical implementation.
- Revamped existing website pages, prioritizing UX focus by enhancing navigation and user experience, while aligning with client preferences and utilizing strong analytical and problem-solving skills.
- Executed the creation of multiple web pages using Bootstrap 3/4 based on provided wireframes, ensuring adherence to design specifications and visual flair. Maintained design consistency and branding coherence across the website.
- Partnered with the quality assurance team to identify and address bugs, prioritizing optimal user-friendliness and alignment with unique client needs.
- Independently contributed to the design or modification of 60% of the website, showcasing a continuous learner's proactive approach to skill enhancement.
- Recognized as "Employee of the Month" for outstanding contributions to the team.

Web Designer

11/2015 - 07/2021

HNR Tech Private Limited

Mumbai, IN

Partnered closely with clients throughout the design process to ensure projects met their specific needs and preferences (client collaboration)

- Led the design and development of 40-50 websites, leveraging my proficiency in HTML and CSS for technical implementation.
- Managed {7+} WordPress projects, initiating from scratch and customizing for client needs, ensuring brand coherence.
- Supported email marketing initiatives in coordination with the marketing team, ensuring targeted and impactful campaigns for the US market. This experience honed my ability to prioritize user experience (UX) and cater to a specific audience.
- Gained in-depth practical knowledge of website architecture, facilitating a comprehensive understanding of client requirements during the gathering and analyzing phase.

Telemarketer

05/2015 - 11/2015

Digi Smith Private Limited

Mumbai, IN

Telesales for Insurance and Property industries

- Achieved a notable 20% conversion rate from missed call leads to sales through strategic engagement tactics and a proactive approach.

SKILLS

Web Design · Git · Figma · ReactJS ·
CSS · HTML · Photoshop · Bootstrap ·
Canva · jQuery

EDUCATION

Bachelor of Science - Mathematics

University of Mumbai

2013 - 2015

Mumbai, IN

LANGUAGES

English	Proficient	●●●●●
Hindi	Native	●●●●●
Marathi	Native	●●●●●