



# RAKESH

## Senior UI/UX Designer & Front-end Developer

I am a multi-disciplinary **UI/UX Designer & Front-End Developer** with 14-years of experience in UI/UX Design & Front-end Development. A former Creative Designer at **Yahoo! India**, Now I share my time between User-friendly Websites & Mobile application design and development at **Danat FZ LLC** as the **Senior UI/UX Designer & Front-End Developer** in Dubai UAE.

+971 55 5608012

merakeshvk@gmail.com

www.iamrakesh.com

### Objective

A highly innovative, passionate and multi-disciplinary UI/UX Designer & Front-end Developer with high proficiencies in visual UI design, UX design, UX research, user-centered design principles and methodologies, product development, agile scrum and front-end development. My skill-set that spans various disciplines from hands-on UI/UX design to front-end development (HTML/CSS/JavaScript). Over 14 years of experience in understanding and developing products from concept ideas into production with success in a competitive landscape. Highly effective written and verbal communication with exceptional problem-solving skills.

### Experience

#### Senior UI/UX Designer & Front-end Developer

Danat FZ LLC (Owned by Argaam.com) - Dubai, UAE.

May 2010 - Present

Argaam.com is the Arab world's leading financial intelligence provider, offering a wide base of regional audience a rich real-time business and financial news, reports and feeds on GCC financial markets, with a focus on Saudi Arabia.

- Designing projects and developing the Front-end coding (HTML/CSS/Sass/Javascript) to production.
- Utilizing a systematic UI/UX Design process that ensures a high-level of success for each project delivered.
- Working with and communicating with Product owners, project coordinators/business analyst, gathering clear business requirements and delivering designs on time.
- Finding new Front-end technologies and apply them on the projects and ensure the project code is always up to date.

### Skills

Photoshop	●●●●●
Adobe XD	●●●●●
Sketch	●●●●●
Illustrator	●●●●●
Invision Studio	●●●●●
Principle	●●●●●
Flash	●●●●●
XHTML/HTML5	●●●●●
CSS/CSS3	●●●●●
SCSS/Sass	●●●●●
GWD	●●●●●
Bootstrap	●●●●●
Semantic UI	●●●●●
Javascript	●●●●●
Agile/Scum	●●●●●
Invision App	●●●●●
Axure RP	●●●●●
Wordpress	●●●●●

### Capabilities

- Sketching & Wireframing
- Rapid Prototyping
- User Experience Design
- User Interface Design
- User Research & Testing
- Branding (Identity)
- HTML/CSS/Sass

- Generating wireframes, interactive prototypes and hi-fidelity visual UI design mockups (XD, Sketch).
- Conducting interviews and stakeholder reviews and presentations.
- Converting Designs to HTML/CSS/Sass Comprehensively review the Applications compatible with all browsers.
- Working hands-on with .Net and PHP development team daily, assisting with HTML/CSS/Sass to ensure accurate design implementation.
- Working within an agile software development process, teaching and instructing scrum teams how to work more efficiently with UI/UX teams.
- Comprehensively review the GUI of applications and highlight the possibility of improvement in terms of User interaction and User experience for web and Mobile Applications
- Worked with front-end developers and QA to ensure successful implementation of all designs.
- Researching and Analyzing the competitors.
- Have successfully written new HTML/CSS and implemented Sass/SCSS for the new project. in this we have used CSS Grid which we have used never before.

## UI/UX Designer & Front-end Developer

**Yahoo - Bangalore, INDIA.**

Aug 2008 - Apr 2010

- Assisted the creative director by helping to manage the creatives of Yahoo! local.
- Created several website designs for small and large business groups.
- Managed the creatives and marketing campaigns of the landing page of the in.yahoo.com.
- Successfully Redesigned the Yahoo! local Business website.
- Created different types of static and animated banners for different campaigns.
- Worked closely with the front-end developers for delivering assets and design specifications and ensure accurate design implementation.

## UI/UX Designer & Front-end Developer

**Toadfly Technologies - Bangalore, INDIA.**

Mar 2007 - Jun 2008

- Worked closely with international clients (Texas) and planned UI/UX from project sketching and designed the User interface from concept to production. I was able to deliver several websites and web application designs here.
- I was responsible for creating brand identity (logo), new color scheme and a completely UI/UX design for the web interface throughout.
- Working hands-on with .Net developers on a daily basis, assisting with HTML/CSS to ensure accurate design implementation.

## Awwwards

CSS Reel Winner

HTML Winner

CSS Fox Winner

## Nominations

CSS Design Awards

CSS Winner

CSS Mania

CSS Awards

## Education

**Diploma In Multimedia**

Routers Intermedia Pvt. Ltd.

2003 - 2005

**Plus Two**

Board of Kerala

2001 - 2003

**SSLC**

Board of Kerala

2000 - 2001

## Personal

Born In

01/04/1987

Marital Status

Married

Driving License

Yes

## Languages

English

Malayalam

Tamil

Hindi

## Interested In

Vlogging

Travelling

Photography

## Web Designer & Front-end Developer

Fomax Technologies - Bangalore, INDIA.

Feb 2005 - Feb 2007

- Working with and communicating with clients, gathering clear work requirements and delivering website designs on time.
- Planning and implementing ideas to the mockups.
- Worked on several multimedia presentations for different industries in bangalore, india.
- Have successfully created the brand identity for many industries and companies that include flyer, brochure, business card, letterhead and other graphics and print materials.
- Worked on tight deadlines with developers to achieve our company goals.
- Converted Designs to high-quality HTML/CSS.

## Portfolio

[www.iamrakesh.com](http://www.iamrakesh.com)

[www.psd2htmldeveloper.com](http://www.psd2htmldeveloper.com)

[www.iamrakesh.com](http://www.iamrakesh.com)

\*Career history and contacts available on LinkedIn. References available on request.