

SARATH KUMAR



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Munnar Kerala

ABOUT ME

Creative and detail-oriented WordPress & Website Designer with 2+ years of experience in designing modern, responsive, user-friendly websites. Skilled in eCommerce, static, dynamic, and hybrid websites with strong focus on UI/UX, branding, and visual aesthetics. Passionate about delivering high-quality digital experiences that drive business growth.

PERSONAL SKILL



WordPress Design



eCommerce Dev



HTML & CSS



SEO-Friendly Design



WEBSITE DESIGNER

WORK EXPERIENCE

2014 – 2016

Freelance website Designer

- Designed an in-store display for a local apparel shop, boosting sales by 20% within three months.

2016 – 2017

Graphic Design Intern Studio Shodwe

- Edited product photography for Fauget's e-commerce mobile app.

2016 – 2017

Professional Graphic Designer – Studio Shodwe

- Designed a unique booth display graphic for the Borcelle Autumn Fashion Event.

EDUCATION

Bachelor of Arts in Commerce
information technology

Bharathiar University Coimbatore

KEY STRENGTHS

- WordPress Expertise Themes, plugins & custom dev

- Responsive Design Mobile-first, all-device ready

- Client Communication Brief to delivery, independently

- Visual Branding Logos, banners & social posts

- Creative Problem-Solving Detail-oriented design thinking

- Modern Design Trends UI trends & new technologies

LANGUAGES

- Tamil
- English
- Malayalam

TOOLS



KEY STRENGTHS

- WordPress Website Design
- SEO-Friendly Structure
- eCommerce Development
- Static & Dynamic Sites
- Landing Page Design
- Branding & Logo Design
- Website Maintenance
- Theme Customization

DECLARATION

I hereby declared the above given information is true to the best of my knowledge and belief PLACE: CHENNAI

YOURS TRULY
(SARATHKUMAR.K)