



PIYUSH GUPTA

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SUMMARY

Highly skilled Web Designer and UI/UX Designer/Developer with over 7 years of experience in creating engaging, user-friendly, and visually appealing websites and applications. Proficient in front-end development, user interface design, and user experience optimization. Adept at managing multiple projects simultaneously, collaborating with cross-functional teams, and delivering high-quality solutions in fast-paced environments. Passionate about improving user journeys through innovative design and technology solutions.

TECHNICAL SKILLS

Web Design : HTML, CSS, Bootstrap, JavaScript, jQuery, Responsive Design, Convert Figma to Custom code, PSD to HTML, PHP, Mysql, Angular, Sass, Less

UI/UX Design : Wireframing, Prototyping, User Research, Figma, Adobe XD, Sketch, Photoshop

Front-End Development : JavaScript, JQuery

CMS : WordPress, Webflow, Shopify, etc

Tools & Technologies : Adobe Creative Suite (Photoshop), InVision, Canva

Digital Marketing : Website listing, Analytics, google ads, Webmaster Tools, Facebook ads, Graphics Tools, Blogger etc.

Web Performance Optimization: Lazy Loading, Image Optimization, Minification

Others : SEO, Web Accessibility, Cross-Browser Compatibility

WORK EXPERIENCE

Freelancer Website designer

20 Jan 2025 to Till Now

Web Designer & UI Developer

- Developed high-quality UI screens, optimized web performance, and improved user journeys for Niva Bupa's website and internal systems.
- Delivered UI development and web design solutions for Niva Bupa digital platforms.
- Worked as an embedded UI Developer for Niva Bupa, contributing to front-end development, responsive design, and user experience improvements across digital platforms.

SwiftPIM Products Pvt (Richpanel)

02 Jan 2021 to Sep 2024

Web Designer & UI Developer

- Handle Product website in Webflow & Wordpress
- Collaborated with product teams to create UI mockups and wireframes using Figma and Adobe XD.
- Developed custom themes for WordPress websites, Webflow, focusing on performance optimization and SEO best practices.
- Spearheaded a redesign landing pages project for a major e-commerce platform.
- Work on hubspot, wordpress, custom code etc.

Meetings and More

Sept 2018 - Aug 2020

UX / UI Developer

- Created custom WordPress themes and plugins, delivering scalable and easy-to-manage CMS solutions for clients.
- Developed websites using HTML5, CSS3, and jQuery, focusing on usability and performance.
- Designed wireframes and prototypes using Sketch and Photoshop to streamline design approval processes.
- Worked with cross-functional teams in Agile environments to ensure design and development consistency.
- Handle Google Webmaster tools , Bing, Sitemap, Robots, Page Speed, SEO Performed routine updates, upgrades and overall maintenance of website.

City Mapper Pvt Ltd

Mar 2018 - Aug 2018

Web Designer & UI Designer/ Developer

- Worked in a fast-paced environment with 10+ other team members.
- Cooperated closely with the marketing team to develop concepts and mockups on 15+ projects.
- Handle Wireframe, Admin Dashboard,etc Completed over 150+ layout screen with admin dashboard and others Performed routine updates, upgrades and overall maintenance of website.

Horizontal Solution

Apr 2016 – Feb 2018

UX / UI Designer & Developer

- Performed front-end development for interactive web applications to improve functionality and user experience using HTML, CSS, and UX design. Worked directly with client to establish project scope, interaction guidelines, and project time lines.
- Handle Google Webmaster tools , Bing, Sitemap, Robots, Page Speed, SEO Performed routine updates, upgrades and overall maintenance of website.

PORTFOLIO PROJECTS

Nivabupa

Website - www.nivabupa.com

- **Tech Stack:** Tailwind, HTML, Next Js, HTML5, CSS3, JavaScript, Figma, Adobe XD etc.
- **Role:** Website Designer / UI Developer
- **Overview:** Developed high-quality UI screens, optimized web performance, and improved user journeys for Niva Bupa's website and internal systems.

Richpanel

Website - www.richpanel.com

- **Tech Stack:** Webflow, Wordpress, Hubspot, HTML5, CSS3, JavaScript etc.
- **Role:** Website Designer / UI Developer
- **Overview:** Designed and developed a fully responsive, SEO-optimized eCommerce product website with a complete UI/UX revamp. Improved the overall user journey by restructuring navigation, enhancing product presentation, and optimizing conversion paths. Integrated HubSpot forms for seamless lead capture and automated workflows. Ensured cross-browser compatibility, faster load times, and a polished, modern interface aligned with brand guidelines.

Trip Dreamers

Website - www.tripdreamers.com

- **Tech Stack:** Wordpress, Plugin, HTML5, CSS3, JavaScript etc.
- **Role:** Front-end Developer & UI Designer
- **Overview:** Delivered a visually stunning, user-friendly interface that highlights travel packages, seasonal promotions, and user-generated content.

Altsignals

Website - www.altsignals.io

- **Tech Stack:** Webflow, HTML5, CSS3, JQuery, JavaScript etc.
- **Role:** Front-end Developer & UI Designer
- **Overview:** It is Coin base Company. I developed with dynamic Webflow CMS Participated in weekly client meetings to discuss solutions and update project status Developed landing page functionalities and features.

Legend India Holiday

Website - www.legendindiaholidays.com

- **Tech Stack:** PSD to HTML, Bootstrap, HTML5, CSS3, Flexbox, JQuery, JavaScript etc.
- **Role:** Front-end Developer & UI Designer
- **Overview:** Converted high-fidelity PSD designs into clean, responsive, and pixel-perfect web pages using modern front-end technologies. Developed interactive landing page features and optimized UI components for better usability and performance. Collaborated directly with the client to define project scope, refine interaction guidelines, and set clear project timelines. Ensured seamless communication, timely delivery, and adherence to brand and UX standards.

Peoplewala

Website - www.peoplewala.in

- **Tech Stack:** Wordpress, Mysql, PSD to HTML, Bootstrap, HTML5, CSS3, JQuery, JavaScript etc.
- **Role:** Front-end Developer & UI Designer
- **Overview:** Peoplewala is a trusted brand and leader in the e-commerce scene in India We are known for maintaining high quality standards through our unique user interface and user experience.

Astrobrij

Website - www.astrobrij.com

- **Tech Stack:** Custom Code, Convert Figma to Bootstrap, HTML, CSS3, JQuery, JavaScript etc.
- **Role:** Front-end Developer & UI Designer
- **Overview:** Developed custom website with all pages and landing page functionalities and features. Worked directly with client to establish project scope, interaction guidelines, and project time

MMAQUA

Website - www.mmaqua.in

- **Tech Stack:** Custom Code, HTML, Bootstrap, HTML5, CSS3, JQuery, JavaScript etc.
- **Role:** Front-end Developer & UI Designer
- **Overview:** Developed custom website with all pages and landing page functionalities and features. Worked directly with client to establish project scope, interaction guidelines, and project time

Perfect Space Interior And Exhibition

Website - www.perfectspaceexhibition.com

- **Tech Stack:** Custom Code, HTML, Bootstrap, HTML5, CSS3, JQuery, JavaScript etc.
- **Role:** Wordpress Designer / Developer
- **Overview:** It is Conferences, Trade Shows, Exhibitions, Company. I developed with dynamic Wordpress CMS Participated in weekly client meetings to discuss solutions and update project status Developed landing page functionalities and features. Performed routine updates, upgrades and overall maintenance of website.

OTHER PORTFOLIO LINKS

- <https://www.geetikainteriors.com/>
- <https://3meservices.com/>
- <https://www.meetingsnmore.com/>
- <https://ridein.com/>
- <https://www.playmatsya.com/>
- <https://www.saanpseedi.com/>
- <https://www.crickcroc.com/>
- <https://www.mintoholidays.com/>
- <https://mcf-project.webflow.io/>
- <https://www.behance.net/gallery/199303447/Pakkho-E-learning-Mobile-App-UI-Kit>
- <https://www.behance.net/gallery/199317225/Pakkho-E-learning-Mobile-App-UI-Kit>
- <https://www.behance.net/gallery/199305029/Pakhiride-Ride-Sharing-App-UI-Kit>
- <https://www.figma.com/file/mfTOtgAqpluKnd5r1jIEE3/Mak-e-Portfolio?type=design&node-id=1%3A12359&mode=design&t=bqyhl8Eobzp7zz8L-1>

EDUCATION

MCA (Master computer application)	2015
BCA (Bachelor of computer application)	2011
Intermediate from S.V.N Inter Collage	2008
High School form S.V.N Inter Collage	2006

ADDITIONAL INFORMATION / CERTIFICATIONS

12 Month diploma in Hardware & Networking from Kanpur	2012
Digital Marketing certificate by Google	2020

Place : Noida

Date :