

Smrithi Jacob

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Professional Profile

A results-driven UI/UX designer with a strong background in front-end and back-end technologies, including HTML5, CSS3, and Javascript, as well as visual tools including Adobe XD, Figma, InVision, etc. Proficient in visual, interactive, and responsive design. Well-versed in database management using SQL and MongoDB. Adept at debugging and troubleshooting to optimize website functionality and enhance user experience. Strong collaboration and communication skills, coupled with a keen ability to analyze client needs to curate efficient, high-performance web applications. Taking web accessibility into consideration for all, and additionally, including SEO strategies in website content. Previous experience as a team lead ensures leadership and problem-solving skills.

Key Competencies

HTML5, CSS3, Bootstrap, React, Javascript, JQuery, NodeJs, PostgreSQL, MySQL, User Interface Design, User Experience Design, Web Accessibility Design, Responsive Web Design, Visual Design, Graphic Design, Prototyping, Github, Content Strategy, SEO, SEM, Testing, Debugging

Excel, WordPress, Drupal, Google Analytics, Google Search Console, Keyword Research Tool, Trello, Jira, HubSpot, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Figma, Arduino, Processing, Unreal Engine, Audacity, Reaper, 3Ds Max, Blender, Touch Designer

Problem-solving, Creative Thinking, Project Management, Time Management, Leadership, Critical Thinking, Adaptability, Communication, Enthusiasm, Collaboration

Education

MSc (Masters of Science) in Interactive Digital Media (School of Computer Science & Stats) at Trinity College Dublin, 2022-2023. Relevant courses: Web Authoring For Digital Media, Programming For Digital Media, Visual Computing & Design

BTech (Bachelor of Technology) in Computer Science at National Institute of Technology Karnataka, 2013-2017. Relevant courses: Programming, Web Development, Data Structures

Relevant Projects

ReveniQ website (2024): As the company's resident webmaster, I focused on creating a responsive website- starting with an interactive wireframe, forming the color palette, creating the content strategy, and making our data analytics tool more responsive.

Dharma International website (2024): As the company's unofficial brand manager, I focused on creating the brand, the website, and the content.

Winter Capitalas (2023): I was commissioned with the task of designing their website, and I take the same approach for all websites - understanding the mission statement of the company, creating the brand, designing the logo, and making their website from scratch.

Career History

Feb 2024 - Current – Webmaster/Communications Manager – ReveniQ

- ReveniQ is a B2B SaaS company that focuses on helping fellow B2B companies with subscription analytics
- I designed the website and worked on designing the front end of the data analytics tool
- I work on creating the brand of ReveniQ
- I work on business development functions as we try to acquire clients internationally

June 2019 - Aug 2022 – Content Marketing Lead – Headout

- Headout is an e-commerce platform that provides curated experiences worldwide
- Managed a team of 5 that took care of Hedout's content
- Worked with Content Management Systems like WordPress
- Used Google Analytics, Search Console, etc. that help track webpage performance

Dec 2017 - Dec 2018 – Content Curator – Reliance Retail

- Reliance Retail is one of India's biggest retailers and has a lively online presence
- Responsibilities included helping curate content for the website, performing hygiene checks, and collaborating with the design team for layout changes

Additional Experience

Oct 2023 - Current – Ireland Point of Contact – Justice Initiative

- The Justice Initiative is an NGO that promotes justice for victims of child abuse
- Responsibilities include generating awareness of their current petition by organizing exhibitions in Ireland

Dec 2022 - Current – Supervisor – Eddie Rockets

- Part-time role as a waitress/supervisor at Eddie Rockets, Dame Street

Jan 2019 - June 2019 – Website Specialist – UNICEF Eritrea

- Wireframing the website and coming up with a strategy for content
- Worked with Content Management Systems like Drupal

Languages

English, Hindi, Malayalam