Kratu Desai

FULL-STACK **DEVELOPER** & VISUAL **DESIGNER**

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WEB PROFILE
DESAIGNER.INFO

LINKED IN
IN/DESAIGNER

I've been building impactful digital experiences since 2011—combining full-stack development and visual design to deliver innovative, user-focused solutions. From crafting sleek front-end interfaces to engineering resilient back-end systems, I merge technical precision with creative flair. **I believe every project should be delivered on time and within budget—a standard I've consistently met throughout my career. Let me bring that same commitment and excellence to your next initiative.**

TECHNICAL SKILLS

Languages & Frameworks: Java, Spring Boot, JavaScript (Node, React, Native, Angular, Vue), Python, PHP, HTML5, CSS3, SASS

API Development, Cloud Infrastructure and Database Management: MySQL, NoSQL, MongoDB Atlas, APIs, Firebase, AWS, Google Cloud, Express.js, Spring

Content Management Systems: Adobe Experience Manager (AEM), WordPress, Drupal, Shopify, WooCommerce

Version Control: Git, GitHub

Server Environment: Apache, Docker

Testing & Deployment: Jest, Postman, Heroku, AWS S3, SNYK

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Sketch, Figma, Miro, Coral, AutoCad

UI/UX Design Tools: Wireframing, Prototyping, InVision, Understanding of UI/UX Design Principles

Typography & Color Theory: Visual Hierarchy, Color Psychology

Responsive Design: Media Queries, Bootstrap, Material UI, Sencha EXT.js

Animation & Motion Graphics: Adobe After Effects, SVG Animation

Accessibility Tools: Proficient in utilizing design and dev tools compliant with Section 508 and equivalent accessibility standards and regulations

EXPERIENCE

SENIOR FULL-STACK SOFTWARE ENGINEER

PARADIGM CORPORATION, REMOTE   JUN 2021 – PRESENT

- Developed robust backend systems using a range of technologies, significantly reducing processing time and improving system reliability.

- Created dynamic single-page applications and enhanced user experiences through responsive and interactive web applications, email templates, and web forms, resulting in increased user engagement.

- Demonstrated ability to streamline operations and enhance scalability through innovative solutions, such as optimizing database queries and implementing efficient caching mechanisms, which reduced server load by 10%.

- Participated in converting the entire application UI from Sencha Architect to Angular, improving performance and user experience.

- Helped fix many production issues and added enhancements, making navigation faster and more visually appealing for users.

- Successfully converted over 100 simple text-based emails from JasperSoft software to Spring Boot Thymeleaf templates, resulting in significant positive feedback from providers and customers.

- Improved efficiency and scalability by managing cloud services with AWS technologies, including EC2, ECS, Lambda, and Fargate, leading to reduced infrastructure costs and faster deployment times.

- Promoted collaborative and efficient development processes through expertise in version control systems like Git and GitHub.

- Enhanced system performance and innovation by implementing cloud architecture, microservices, and serverless applications.

- Improved data management and back-end performance using Oracle and MySQL.

CREATIVE DIRECTOR OF DIGITAL MARKETING AND INTEGRATED BRANDING

DESAIGN STUDIO, AUSTIN   JAN 2011 - PRESENT

- Throughout my tenure, I have consistently provided top-notch services and exceptional support to over 30 small to mid-sized enterprises and nonprofit organizations.

- My responsibilities include crafting marketing materials, full-stack website development, UX design, responsive UI creation, managing social media campaigns, orchestrating digital promotions, designing print and web materials, and developing email marketing strategies tailored to the needs of businesses and nonprofits.

QUALITY SKILLS

Skilled in writing clean, scalable code and proficient in debugging and Cross-Browser Compatibility Testing.

Experienced in Agile Development Methodologies with a track record of achieving results.

Knowledgeable in implementing SEO Best Practices to boost digital presence and organic traffic.

Excellent problem-solving and communication skills, with a focus on innovative solutions tailored to specific business requirements.

Detail-oriented and capable of managing multiple projects effectively.

Collaborative team player with a talent for simplifying challenges and introducing new techniques.

Proficient in freehand illustration and adaptable to Mac OS, Linux, and Windows platforms.

EDUCATION

Programming Boot Camp in Full-Stack Web Development
University of Texas at Austin

During this program, I constructed over 20 meaningful projects, acquiring practical expertise in various full-stack development tools and technologies. Review projects on **GitHub/Kratuvwxyz**.

BFA in Communication Design
Texas State University, San Marcos

Diploma in Applied Arts
Mudra, School of Fine Arts, India

CORE PRINCIPLE

Chase perfection to catch excellence.
A mantra that drives relentless growth and achievement.

EXPERIENCE

ONLINE TUTOR AND TEACHING ASSISTANT

UNIVERSITY OF TEXAS AT AUSTIN   NOV 2018 – DEC 2021

- Served as an online tutor and teaching assistant, providing personalized support to students by offering constructive feedback and clarifying complex concepts.
- Guided students through problem-solving processes, facilitated online discussions, evaluated assignments, provided supplementary resources, and maintained open communication channels to address questions and concerns.
- I aimed to facilitate a practical learning experience, helping students achieve their academic goals in UX/UI and full-stack web development boot camps at UT, Austin.

SENIOR WEB DEVELOPER AND VISUAL DESIGNER

CENTENE CORPORATION, AUSTIN   JULY 2015 – JULY 2018

- Led graphic and web design initiatives within the Marketing and Communication team at Superior HealthPlan (AUS).
- Spearheaded projects to connect the company's nine products with members, providers, government relations, and internal communications.
- Designed and developed impactful landing pages, including Discover Superior, Members First, and About Us, using Adobe Experience Manager.
- Created HTML and Outlook Email Templates to facilitate direct interaction between the provider team and providers, resulting in a notable 15% increase in email open rates over three years.
- Developed a Gantt Chart and Project Log tool using Microsoft Excel's macros feature to prioritize projects and ensure timely goal achievement.
- Ensured accessibility compliance by developing Section 508 and Accessibility Compliance materials for both web and print, resulting in significant cost savings of approximately $90,000 per year in contracted labor expenses.

PRODUCTION LEAD

TOCQUIGNY, AUSTIN   APR 2014 – MAR 2015

- Worked as a production designer and developer, ensuring the quality and accuracy of creative work for printing, online presentation, and vendor publication.
- Created web layouts, digital ads, email templates, and collateral while adhering to brand guidelines for clients including Ergon Asphalt & Emulsions, Inc., Save My Road, Regent University, Rice University, and others.
- Conducted quality assurance to ensure all deliverables met high standards and client specifications. For example, by rigorously reviewing and testing digital ads for Regent University, I identified and corrected issues related to image resolution and link functionality before publication. This meticulous attention to detail led to a smoother launch of their advertising campaign, which contributed to a 8% increase in click-through rates and positive client feedback.
- Handled email marketing, including the design and execution of email campaigns.
- Performed coding and web page layout design for both agency and client projects, ensuring effective presentation and functionality.

REFERENCES: Available upon request.

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