

# Kratu Desai

## FULL-STACK DEVELOPER & VISUAL DESIGNER

EMAIL

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CALL

(512) 769 7976

WEB PROFILE

DESAIGNER.INFO

LINKED IN

IN/DESAIGNER

I am a comprehensive full-stack developer and visual design enthusiast with over 12 years of experience crafting innovative and user-centric digital solutions. From designing elegant front-end interfaces to developing robust back-end systems, I excel in merging technical expertise with creative vision. With a proven track record of delivering projects promptly and within budget, I can help elevate your next venture to new heights of success.

### TECHNICAL SKILLS

**Languages & Frameworks:** Java 8/11, 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

With a robust background in software development, I have spearheaded the creation of backend systems for company applications utilizing JAVA 8/11, Spring Boot, JPA, and Hibernate, ensuring optimal performance and functionality. Complementing this, I have developed dynamic single-page applications employing Angular, React, EXTJS/Architect, Sencha, JasperSoft, Dojo, JavaScript ES6, HTML, and CSS, enhancing user experiences. Proficient in cloud services management, I have leveraged AWS technologies such as EC2, ECS, Lambda, and Fargate to streamline operations and scalability. My expertise extends to version control systems like Git/GitKraken, facilitating collaborative development processes. Moreover, I possess hands-on experience in cloud architecture, microservices, and the implementation of "serverless" applications, driving efficiency and innovation. Additionally, I have adeptly handled backend queries utilizing Oracle and MySQL databases and am well-versed in software containerization platforms like Docker, ensuring seamless deployment and management of applications.

#### CREATIVE DIRECTOR OF DIGITAL MARKETING AND INTEGRATED BRANDING

DESAIGN STUDIO, AUSTIN

JAN 2011 - PRESENT

Throughout my tenure, I've been dedicated to delivering top-notch services and exceptional support to small to mid-size enterprises and nonprofit organizations. My responsibilities include crafting marketing materials, managing social media campaigns, orchestrating digital promotions, designing flyers, banners, and t-shirts, and developing email marketing strategies tailored to the needs of small businesses and nonprofits. Additionally, I specialize in full-stack website development, user experience design, responsive UI creation, and ongoing website maintenance. I also excel in brand design, where I conceptualize and create brand elements that resonate with audiences and convey the essence of the brand.

#### ONLINE TUTOR & TEACHING ASSISTANT

UNIVERSITY OF TEXAS AT AUSTIN

NOV 2018 - DEC 2021

I served as an online tutor and teaching assistant, where I provided personalized support to students, offered constructive feedback, and clarified complex concepts. I guided students through problem-solving processes, facilitated online discussions, and monitored their progress. Additionally, I evaluated assignments, provided supplementary resources, and maintained open communication channels to address questions and concerns. My goal was to facilitate a positive and effective learning experience, helping students achieve their academic goals in UX/UI and full-stack web development boot camps at UT, Austin.

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## 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

### SENIOR WEB DEVELOPER AND VISUAL DESIGNER

CENTENE CORPORATION, AUSTIN

JULY 2015 – JULY 2018

I led graphic and web design initiatives within the Marketing and Communication team at Superior HealthPlan (AUS). My role involved spearheading various projects aimed at connecting the company's nine products with members, providers, government relations, and internal communications. I designed and developed impactful landing pages, including Discover Superior, Members First, and About Us, utilizing Adobe Experience Manager. Additionally, I 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 in three years. Using Microsoft Excel's macros feature, I developed a Gantt Chart and Project Log tool to prioritize projects and ensure timely goal achievement. Furthermore, I played a crucial role in ensuring accessibility compliance by developing Section 508 and Accessibility Compliance materials for both web and print materials, resulting in significant cost savings of approximately \$90,000 per year in contracted labor expenses.

### WEB AND GRAPHIC DESIGNER

GOLFSMITH INTERNATIONAL, AUSTIN

MAR 2015 – JULY 2015

Developed print and web assets as well as email marketing materials to promote special sales events such as Father's Day, Demo Day, and Tent Sale. Utilized Adobe Creative Suite, HTML, CSS, JavaScript, PHP, and MySQL to create visually appealing and engaging content. Collaborated with clients and project managers to build and enhance website layouts and internal promotions.

### PRODUCTION LEAD

TOCQUIGNY, AUSTIN

APR 2014 – MAR 2015

I worked as a production designer and developer, ensuring the quality and accuracy of creative work sent for printing, online presentation, or vendor publication. I created multiple versions of web layouts, mock-ups, digital ads, email templates, and collateral while adhering to branding guidelines for clients such as Ergon Asphalt & Emulsions, Inc., Save My Road, Regent University, and many others. Additionally, I conducted quality assurance, handled email marketing, and performed coding and web page layout design for both agency and client projects.

### GRAPHIC DESIGNER AND EMAIL MARKETING SPECIALIST

LIFESIZE, A DIVISION OF LOGITECH, AUSTIN

AUG 2012 – DEC 2013

As the in-house graphic designer, I oversaw the production of all marketing materials, directing, designing, and leading numerous projects in collaboration with the Product Marketing Team, Marketing Team, and IT Team. My responsibilities included creating a wide range of marketing collateral, encompassing web and print media, ad and newsletter campaigns, package design, email marketing, data sheets, sales aids, competitive charts, e-books, web banners, posters, videos, displays, and PowerPoint presentations. Additionally, I provided support to other departments by creating proposal graphics, capturing event photography, offering website support, coordinating photo shoots, editing videos, and developing storyboards for marketing campaigns.

**REFERENCES: AVAILABLE UPON REQUEST.**