

Disha Potdar

Web Designer & Developer

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Mumbai no 400069

🖱 <https://disha.vfb.co.in/>

PROFILE

Talented web designer and developer with 8 years of experience specializing in creating visually appealing and user-friendly websites. Proficient in a wide range of tools and technologies, including WordPress, HTML5, CSS3, Dreamweaver, Photoshop, Canva, and Mailchimp. Currently contributing my skills to On-lyne Computer, an IT solution company.

LANGUAGES

English

Hindi

Marathi

COURSES

Web Design + UI (SEO)

Edit Institute

06/2014 – 03/2015 | Mumbai, India

MS-CIT

06/2012 – 11/2013 | Mumbai, India

PROFESSIONAL EXPERIENCE

Web Designer & Developer

On-lyne Computer System

03/2020 – present | Mumbai, India

- Converted PSD files into bespoke WordPress themes, ensuring seamless integration of design and functionality.
- Spearheaded front-end website development using WordPress, delivering user-friendly and visually appealing websites.
- Configured customizable templates for clients, simplifying content management and site personalization.
- Managed domain registrations and maintained web hosting accounts to ensure uninterrupted online presence.
- Facilitated iterative design improvements by conducting wireframe and content reviews with clients.
- Produced captivating graphic and image assets for digital marketing and content enhancement.
- Oversaw technical issues and provided effective troubleshooting solutions to resolve user problems promptly.
- Crafted user interfaces tailored to precise client specifications, enhancing overall user experience.
- Stayed current with emerging technologies, implementing updates to maintain website relevance.
- Orchestrated and managed impactful email campaigns using MailChimp, reaching target audiences with compelling content.
- Employed strategic audience segmentation to tailor messages and optimize campaign performance.
- Monitored campaign metrics and executed data-driven adjustments for improved email marketing strategies.
- Ensured email designs were responsive across devices, enhancing user engagement.
- Conducted rigorous A/B tests to refine email content and design, resulting in increased conversion rates.

Web Designer

K. B. Enterprises

04/2015 – 03/2020 | Mumbai, India

- Enhanced website functionality and aesthetics using WordPress.
- Designed graphics and image assets for content and digital marketing.
- Employed emerging technologies for site updates.
- Configured customizable templates for clients.
- Created a MailChimp email campaign.

EDUCATION

Higher Secondary Certificate

Maharashtra Board

06/2012 – 03/2013 | Mumbai, India

Secondary School Certificate

Maharashtra Board

06/2010 – 03/2011 | Mumbai, India

SKILLS

HTML5

CSS3

PHP

Dreamweaver

Wordpress

Photoshop

Illustrator

Canva

CERTIFICATES

Web Design + UI (SEO)

MSC IT