



# DEEPAK KUMAR

Senior Web Designer, Graphic Designer & Front-End Developer

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## PROFESSIONAL SUMMARY

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**Senior Web & Graphic Designer and Front-End Developer with 9+ years of experience** in designing and developing responsive, user-friendly, and conversion-focused websites and visual assets. Strong expertise in **HTML5, CSS3, JavaScript, Bootstrap, Tailwind CSS, jQuery, and WordPress**, along with graphic design tools such as **Figma, Adobe Photoshop, and Illustrator**. Experienced in **UI/UX design, branding creatives, landing pages, sales funnels, and CMS-based solutions**. Known for delivering **high-quality design solutions on time**, maintaining strong client relationships, and supporting business growth through effective design.

## PROFESSIONAL EXPERIENCE

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Senior Web Designer – Suretek Infosoft, Noida

(Feb 2019 – Oct 2025)

- Designed and developed **100+ responsive websites, landing pages, and UI layouts** using HTML, CSS, JavaScript, and WordPress.
- Created **visual designs, UI mockups, banners, and marketing creatives** using Figma, Adobe Photoshop, and Illustrator.
- Built **high-converting landing pages and sales funnels** using GoHighLevel and Clickfunnels with strong design aesthetics.
- Applied **UI/UX and graphic design best practices** to improve usability, engagement, branding consistency, and conversion rates.
- Designed **social media creatives, promotional banners, and brand-aligned graphics** for digital marketing campaigns.
- Managed **end-to-end project lifecycle**, including requirement gathering, client communication, design approvals, and final delivery.
- Ensured **responsive layouts, cross-browser compatibility, visual consistency, and W3C compliance** across all projects.

Web Designer – Creative Weblink Solution (CWS), Delhi

(May 2015 – May 2018)

- Delivered **30+ client websites** using HTML5, CSS3, Bootstrap, WordPress, and jQuery.
- Developed **responsive, SEO-friendly, and user-centric web interfaces**.
- Collaborated closely with clients to understand design requirements and deliver customized solutions.

## CORE SKILLS & TOOLS

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- Frontend Development (HTML5, CSS3, JavaScript, jQuery)
- Responsive & Mobile-First Web Design
- Website Optimization
- Conversion Rate Optimization (CRO)
- WordPress & CMS Development
- Shopify, Wix, Squarespace, Webflow
- GoHighLevel, Clickfunnels, Landing Pages & Funnels
- UI/UX Design (Figma, Photoshop, Illustrator)
- Cross-Browser Compatibility, W3C Standards, SEO Basics
- Client Communication, Requirement Analysis, Project Delivery

## PROJECT HIGHLIGHTS

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- Business & Corporate Websites
- E-commerce Websites (Shopify & WordPress)
- Landing Pages & Sales Funnels
- GoHighLevel CRM & Funnel Layouts
- UI/UX Mockups & Design Systems

## KEY ACHIEVEMENTS

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- Successfully delivered projects consistently before deadlines.
- Improved website performance and user engagement through optimized UI/UX design.
- Maintained long-term client relationships through clear communication and quality delivery.

## WORK STYLE & STRENGTHS

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Detail-oriented professional who can work independently as well as in a team environment. Capable of handling multiple projects simultaneously, adapting quickly to new tools and technologies, and delivering high-quality results under tight deadlines.

## EDUCATION

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- Bachelor of Computer Application (B.C.A.) – Sikkim Manipal University, New Delhi (2009–2012)
- Diploma in ADCA – Management Information Technology (MIT), Delhi (2008)

## AVAILABILITY

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Open to full-time, remote, and freelance opportunities. Available for immediate joining