



GEETHA VASIMALLI

UI/UX DEVELOPER

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Vijayawada, Andhra Pradesh, India - 522501

OBJECTIVE

13 years of Experience in UI design, development and Software Testing. Proficient in UX Designing and Web UI applications frontend development.

EXPERIENCE

2022
Till

Virtusa Consulting Services. as **Lead Consultant-Technology**

July 2022 – Till Date

Worked as UX Designer for INFOR CRM project. It is a cloud-based application that includes sales, customer service, marketing analytics, and reporting; and integrates easily with Infor ERP solutions.

2018
2022

Aaseya IT Services Pvt. Ltd. as **UI/UX Expert**

November 2018 – February 2022

e-Pragati(client) is an e-governance program initiated by the Government of Andhra Pradesh State in India for digital transformation G2C, G2B & G2G services across 34 departments whereas working on PEGA tool.

2017
2018

Freelancer as **Front End Developer (Freelance)**

November 2017 – September 2018

Designing and Development of User interface of different projects by using the latest technologies with individual ownership.

2016
2017

The Sustainables as **Front End Developer (Contract)**

September 2016 – July 2017

Design and Development HTML for the Energy Saving Advice, which includes Design, Development and Integration of various individual modules.

2015
2016

Indian Eagle - (Freelance) as **Front End Developer (Freelancer)**

September 2015 – August 2016

Worked as a Freelancer and individual contributor for the Indian eagle company to develop the 'Indian Eagle' web site.

2014
2015

Broadridge Financial Solutions as **Senior Member Technical (UI Developer)**

February 2014 – August 2015

Adept at delivering high-quality interfaces by applying proven design principles obtained from experience, industry convention, and scientific research for the **internal banking projects**. Involved in development of the project from the scratch and also architectural design and preparing class level diagram of various modules. Contributed usability enhancements and made general improvements to functionality and information architecture.

2013
2014

Yana Software Pvt Ltd as **UI Developer**

May 2013 – January 2014

Participated in Design, Development, Unit Testing and Integration of various individual modules.

2010
2013

Canarix Software Solutions Pvt Ltd as **UI Developer**

January 2010 – February 2013

Requirement, Design and Development analysis, understanding the Business requirements.

2008
2009

Chikkala Technology Solutions as **Web Designer**

August 2008 – December 2009

Designing the web templates, logos and the html integration.

ABOUT

Innovative, creative and a proven team player, I possess as a Front End Developer with experience in designing and developing websites, applications for various companies. I seek to secure the position of Senior Front End Developer and hope to share my skills, expertise and experience with your team and valuable clients.

EDUCATION

2008

B.Sc Computers (2005 – 2008)

Graduate with specialization in computers at Tadepalligudem.

PROFICIENCY

Adobe Photoshop	★★★★★★★★★
Adobe Illustrator	★★★★★★★★★
Adobe Dreamweaver	★★★★★★★★★
Adobe XD	★★★★★★★★★
Adobe Flash	★★★★★★★★★
Balsamiq	★★★★★★★★★
Sublime Text	★★★★★★★★★
Figma	★★★★★★★★★

SKILLS

HTML 4, HTML5	★★★★★★★★★
Css3	★★★★★★★★★
JQuery	★★★★★★★★★
Ajax	★★★★★★★★★
Json	★★★★★★★★★
Javascript	★★★★★★★★★
Bootstrap	★★★★★★★★★
React	★★★★★★★★★
PEGA CSA Certified	

LANGUAGES

Telugu	English	Hindi	Tamil
Native	Fluent	Fluent	Beginner

INTERESTS

Music	Drawing	Crafts
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PROJECT ROLES & RESPONSIBILITIES

Virtusa Consulting Services

July 2022 – Till Date

Client: [Multiple clients](#)

Role: [UI/UX Designer](#)

Designing and Development of User interface of Infor CRM project working as a individual ownership. Contributed usability enhancements and made general improvements to functionality and information architecture.

Aaseya IT Services Pvt. Ltd.

November 2018 – February 2022

Client: [e-Pragati](#)

Role: [UI/UX Developer, PEGA UI UX](#)

It is one of the world's largest and most complex government digital transformation projects. e-Pragati enhances the quality of life for its citizens by bringing integrated government services directly to citizens online

Education project is useful to provide in 360 view of the student's lifecycle. Modules of the applications are Student Profile, e-Application, e-Admission, Scholarship, Admit cards, College Attendance, Hostel Admission, Hostel Attendance, Academic Progression, Grievance, Benefits, Certificates, Exams Results.

Junior Lawyers application: The main objective is to develop a desktop & mobile APP through which Junior Advocates shall be able to apply for the service of "Stipend for junior advocates" which is provided by the State Government of Andhra Pradesh using Rest API.

UMTB: This is one of Israel's largest banks and operates through 225 branches in Israel where the website is migrating to PEGA.

Freelancer

November 2017 – September 2018

Client: [Multiple clients](#)

Role: [UI/UX Frontend developer](#)

Designing and Development of User interface of different projects by using the latest technologies with individual ownership. Contributed usability enhancements and made general improvements to functionality and information architecture.

The Sustainables

September 2016 – July 2017

Client: [Engie, NEFIT, The Sustainables](#)

Role: [Front end developer](#)

Engie - Automatic sustainable energy advice based on postcode and house number that gives a homeowner insight in his personal energy-saving opportunities

HOMEQGO – Saving Energy and Generate sustainably (www.homeqgo.nl)

Indian Eagle

September 2015 – August 2016

Client: www.indianeagle.com

Role: [Front end developer](#)

www.indianeagle.com – Running on a treadmill to make travel happen with savings on flights and making travel better and cheaper.

Broadridge Financial Solutions

February 2014 – August 2015

Client: [Broadridge Financial Solutions](#)

Role: [Senior Member Technical](#)

Adept at delivering high-quality interfaces by applying proven design principles obtained from experience, industry convention, and scientific research for the internal banking projects

Yana Software Pvt Ltd as UI Developer

May 2013 – January 2014

Client: [Broadridge Financial Solutions](#)

Role: [UI Developer](#)

Flights – An individual module that represents the presentation layer with rich UI interface.

iGaruda.com - Travel product which helps travel service providers enhance their customer reach through an extended distribution system

Canarix Software Solutions Pvt Ltd as UI Developer

January 2010 – February 2013

Client: [Canarix Software Solutions](#)

Role: [UI Developer](#)

Aejube - It is a kind of an ERP for micro and small business.

Church On Go - Maintains the information of their staff, Pastor, Prayers, History, News and Sermon along with Admin authorities.

FuseIntel - School management tool, which precisely measures and analyzes micro level and multi-dimensional performance to pin-points the problem areas of performance reducing manual analytical effort of Schools.

Chikkala Technology Solutions

August 2008 – December 2009

Client: [ARE, RRG](#)

Role: [Web Designer](#)

RRG (Risk Retention Group Tracker) - The purpose is to monitoring Device Health, Voltage Levels & Functioning of Power Distribution.

ARE (Adhoc Report Engine) - Ad Hoc Reports is a web based reporting engine, similar to Crystal Reports but drastically scaled back. It provides a simple way for database administrators to create basic views.