

T Raj Sekhar Achary

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Summary

- Experienced Web/Digital Product Specialist with 11+ years of success in designing, developing, and deploying innovative digital solutions.
- Proven ability to lead teams and deliver high-quality Websites, Web-Apps, and Digital Campaigns.
- Results-oriented UI/UX designer and CMS expert specializing in creating engaging digital experiences that meet business objectives and exceed user expectations.
- Experienced professional with a passion for crafting user-centered designs, implementing effective SEO strategies and data-driven digital marketing analysis to drive online visibility and conversions for maximum impact.
- Proficient in managing Customers & Clients by setting realistic expectations, transparent progress and flexible adaptability.

Technologies

Design and Development:

- Proficient in designing and developing responsive websites & web-apps using HTML5, CSS3, Bootstrap, LESS, and SCSS.
- Experienced in leveraging JavaScript, jQuery, DOM, JSON, and popular frameworks like Angular to create dynamic and interactive web applications.
- Intermediate experience in developing Single Page Applications (SPAs) using with TypeScript and Angular.
- Familiarity with NPM for managing JavaScript packages and dependencies and also with APIs and their role in integrating different systems and services.

Content Management:

- Skilled in working with Content Management Systems (CMS) like Sitecore, Kentico and AEM, managing content, workflows, and configurations and also having basic knowledge of Dream viewer, WordPress & Drupal and its functionalities.
- Familiarity with Customer Relationship Management (CRM) like HubSpot & Microsoft Dynamics 365 for digital marketing automation.

Developer Tools:

- Proficient in using developer tools like Chrome, Edge, Safari and Visual Studio, Visual Studio Code for debugging, testing, and optimizing web applications.

Analytics & SEO:

- Committed to optimizing website performance using tools like Google Lighthouse and Page Speed Insights to improve load times and user experience.
- Experienced in implementing technical SEO best practices tools like Google Search Console for website performance monitoring, Ahrefs and SEMrush to enhance website visibility and SEO analysis.
- Familiarity using Google Analytics for web analytics and data tracking to improve organic search rankings.

User Experience (UX):

- Understanding of visual design principles, color theory, and typography including user-centered design research, and information architecture.
- Familiarity with Photoshop for image editing, cropping and Figma iconography, wireframing and prototyping.

Testing:

- Proficient in A/B testing methodologies for optimizing websites and digital experiences.
- Understanding usability testing methods and evaluation techniques and accessibility standards (e.g., WCAG) and best practices for creating inclusive digital experiences.

DevOps Tools:

- Familiarity with Azure DevOps Server, Jenkins, Git and Bitbucket for collaborative code management for version control, continuous integration, and continuous delivery.

Database:

- Familiarity with SQL for database management & query writing and Power BI for data visualization and reporting.
- Introductory knowledge of Python for general-purpose programming and data analysis for GEN AI.

Project Management Tools:

- Proficient in using tools like JIRA, HPSAW, and ServiceNow for project planning, tracking, and issue management.
- Using Kanban and Miro for collaborative brainstorming and whiteboarding.

Skills

- Strong project management skills, including planning, organizing, resource allocation, and risk management to ensure successful project outcomes.
- Skilled in identifying, developing, and leveraging team members' strengths to optimize performance and productivity.
- Proven expertise in leading and implementing Agile and Scrum frameworks to drive efficient and effective project delivery.
- Demonstrated ability to inspire and motivate teams to achieve project goals, foster a collaborative work environment, and resolve conflicts effectively.
- Experienced in providing guidance, coaching, and support to team members to enhance their professional growth and development.
- Proven ability to navigate and adapt to changing project requirements, industry trends, and technological advancements.

Experience

HCL Tech. Bengaluru.	Period: January 2021 – Present	Clients: Nokia, Cadent Gas Ltd, Roche
Mindtree Ltd. Chennai.	Period: February 2015 - January 2021	Clients: Proctor & Gamble, Creative Agencies
Hurix Systems. Chennai.	Period: July 2013 - October 2014	Clients: HMM (Houghton Mifflin Harcourt)

Education

Masters in Computer Application from Biju Pattanaik University of Technology (BPUT), in 2012.

Certifications: <https://www.linkedin.com/in/t-raj-sekhar-achary-b6949b4a/details/certifications/>

Date:

Place: Bengaluru

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