

Results-driven professional with 11+ years of experience in managing UI, web operations, and cross-functional teams to deliver secure, efficient, and user-friendly digital solutions. Adept at implementing strategic initiatives that ensure compliance, reduce risk, and enhance operational workflows. Proficient in using platforms like HubSpot, Salesforce, and Pardot to optimize processes and build trust with stakeholders. Skilled in developing and enforcing policies that safeguard user experiences and protect platform integrity. Recognized for leadership in fostering innovation, driving alignment with business goals, and maintaining high standards in operational excellence.

EXPERTISE: CRM, Managing Web operations including Design, Cross-functional Team Leadership, Web Governance & Compliance, Risk Assessment & Mitigation.

OTHER SKILLS: Leading Multiple Teams, re-structuring CRM, SEO, Project Management

Experience

Sep 2014 - Till date

Azira LLC

(Formerly Near)

[www.azira.com](http://www.azira.com)

Manager, UI & Web Development

(Sept 2019 - Till Date)

I played a pivotal role in fostering secure and user-friendly SaaS environments by implementing standardized style guides and front-end coding standards, ensuring consistent and compliant interfaces. To optimize content utilization and promote safe, dynamic user interactions, I led strategic design enhancements while maintaining a strong focus on platform integrity and risk mitigation. As the leader of a newly formed department dedicated to product user experience and creative direction, I developed and implemented processes that included robust user feedback systems to proactively identify risks and address potential issues. By mentoring and managing a team of six Designers and Product Owners, I ensured alignment between user safety needs and business objectives. My collaboration with senior leadership influenced product strategy by integrating feedback to validate priorities, achieving an 80% increase in SaaS application utilization. Additionally, my development of Engage 2.0, a fully functional Demand Side Platform (DSP), significantly improved operational efficiency, contributing to £1.7 million in monthly revenue and £20 million annually.

**Team Management:** Managed and mentored a team of six professionals, fostering collaboration, innovation, and a focus on platform security.

**Skills Gained:** Proficient in risk assessment, user feedback mechanisms, HubSpot email funneling, digital marketing, UI/UX strategy, and WordPress, ensuring effective management of trust and safety initiatives.

Sr. Web Developer

(Sept 2017 - Sept 2019)

I developed and executed a UX strategy, optimized web application performance by integrating design standards, and led the creation of interactive prototypes. Collaborating with cross-functional teams, I rebranded the entire website as a sole web developer. I also established standardized processes, style guides, user flows, SEO standards, and coding guidelines. Independently, I set up HubSpot and Salesforce CRM workflows, enhancing lead generation through campaign landing page integration with web applications.

**Skills Gained:** Acquired proficiency in Setup SEO from scratch, UI/UX prototyping, Salesforce & Hubspot Lead Gen, Setting up Campaigns.

Web Developer

(Sept 2014 - Sept 2017)

I played a pivotal role in developing web applications, websites, and products, including independently creating and maintaining multiple internal portals from the ground up. I also developed user flows, user journeys, and conducted user interviews and testing. Collaborating with cross-functional teams, I contributed to creating fully functional web solutions, overseeing all visual design stages and working closely with backend developers. Additionally, I optimized web content for search engines (SEO) to enhance online visibility, resulting in a 200% post-rebranding conversion rate increase.

Mar 2013 - Aug 2014

Maestro Technologies,  
Coimbatore (India)

UI Developer

As a UI Developer, I focused on designing intuitive user interfaces for web applications, collaborating closely with the development team to seamlessly integrate these designs. I used HTML, CSS, JavaScript, and CMS platforms to create responsive and visually appealing interfaces. Additionally, I conducted usability testing, gathered user feedback, and made iterative improvements. I also maintained design documentation, style guides, and best practices, contributing to overall website performance and speed enhancements. Collaborating with the marketing team, I created engaging and shareable web pages, resulting in a 40% increase in website shares.

Awards

- 2024 - Awarded "Ownership and Accountability" for Web Operations and Risk Assessment
- 2023 - Allspark Nominated for UX Design Awards
- 2021 - Awarded "TheSpecialChakkar" for creative solutions
- 2017 - Awarded "Ownership and Accountability" for Web Operations and CRM
- 2016 - Neard Hackathon 2nd Price for best Product Idea
- 2016 - Awarded Intranet Excellence Award for Gokulize
- 2014 - Awarded "Extra Mile Award" for exceptional teamwork

## Certifications

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- Google UX Design Professional Certificate - **Coursera**

## Key Skills

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|----------------------------|---------------------|----------------------------|----------------------|
| • Product Design/Wireframe | • Design Leadership | • Jenkins                  | • Javascript         |
| • Tableau                  | • Figma             | • CMS                      | • Wordpress          |
| • Web Operations           | • Photoshop         | • Front-end Technologies   | • Marketing          |
| • Usability Testing        | • Illustrator       | • Web Analytics Salesforce | • Project Management |
| • Jira                     | • After Effects     | • HubSpot CRM              | • WooCommerce        |
| • Zeplin                   | • GitHub            | • HTML / CSS               | • SVG Animation      |
| • Canva                    | • Salesforce/Pardot |                            | • Adobe Suite        |

## For More

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- <https://www.linkedin.com/in/srrajkumar>

## Education

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- Bachelors in Information Technology - 2007 - 2011  
**Gnanamani College of Technology**

## Career Objective

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Aiming to work in progressive organization that gives me scope to update my knowledge, skills in accordance with the latest trends and be part of a team that dynamically works towards the growth of organization.

I hereby declare that the above furnished details are true to the best of my knowledge and belief.