

KARTHIKEYAN A

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Education

Chennai Institute of Technology

Bachelor of Engineering in Electrical and Electronics

Sep. 2021 – May 2025

Chennai, TamilNadu

Experience

EdFoil - Startup

UI/UX designer Intern

May 2023 – June 2023

Remote, Delhi

- Conducted thorough user research and analysis to inform the wireframing and UI design process, resulting in a seamless user experience that led to a 30 percentage increase in user engagement and a 20 percentage boost in conversion rates.
- Improved website design, copy, and visuals, increasing clicks by 25 percent, reducing bounces by 15 percent, and enhancing leads and conversions.
- Developed wireframes and mockups for web pages, incorporating feedback and suggestions from the users.
- Improved the user experience and understanding of the EdFoil's offerings by using clear and simple language, visuals, and navigation.

Projects

Amazon Clone Project | React, Node, Firebase

January 2023

- Developed a full-stack web application that mimics the functionalities of amazon, such as login, user authentication, mail verification, product listing, and cart management.
- Implemented the frontend using ReactJS with Tailwind CSS, creating a responsive and user-friendly interface.
- Used a database to store and retrieve the product and cart information, ensuring data persistence and security.
- Deployed the website on Vercel, a platform that provides hosting and serverless functions for web applications.

Team Collaboration Blog site | Webflow, Figma

October 2022

- Spearheaded the creation of a visually stunning, no-code frontend multipage platform utilizing Webflow, resulting in a 50 percent decrease in project development time and saving the company 100+ coding hours monthly.
- Showcased the services and blogs of the team collaboration platform, leveraging Webflow's CMS features to create dynamic pages and engaging content, resulting in a 40 percent increase in website traffic and a 25 percent boost in user engagement.
- Optimized website SEO utilizing Webflow's built-in tools and industry best practices; improved website visibility and search engine ranking resulting in a 40 percent increase in organic traffic and a 25 percent boost in conversion rates.

Technical Skills

Languages: Python, Java, C++, C, HTML/CSS, JavaScript, SQL

Developer Tools: VS Code, IntelliJ IDEA, Webflow, Figma, Photoshop

Technologies/Frameworks: React, GitHub, Node, Tailwind CSS, MongoDB, WordPress, Linux

Design Skills: UI/UX design, prototyping, wireframe, mobile design, poster design

Relevant Coursework

- Data Structures
- Algorithms Analysis
- Artificial Intelligence
- Systems Programming
- Software Methodology
- Database Management
- Internet Technology
- Computer Architecture

Certifications

- Udemy Feb 2023** The Complete Python Pro Bootcamp for 2023.
- Udemy Nov 2022** Complete Web Design: from Figma to Webflow.
- Udemy Aug 2022** Adobe Premier Pro Video Editing.
- Udemy July 2023** Midjourney Mastery: Unlock Your Creative Potential with AI.

Achievement

- Achieved global rank 36 in starter 111 contest at CodeChef, 5, showcasing advanced coding skills
- Completed Striver SDE sheet, a comprehensive collection of interview questions.
- Solved over 650 problems on LeetCode, covering various data structures, algorithms.
- Earned 2 star rating at CodeChef and 5 star rating at HackerRank.