

# PAVITHRA A

## Web Developer & Designer

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[LinkedIn](#) | [Portfolio](#)

### Professional Summary

Creative and detail-oriented Web Developer & Designer with experience in designing and developing responsive, user-friendly websites. Proficient in HTML, CSS, JavaScript, and WordPress, with a strong understanding of UI/UX principles and SEO optimization. Skilled in website maintenance, content creation, and social media integration. Experienced in creating visually appealing designs using Adobe Photoshop, Illustrator, Canva, and Figma to enhance user engagement and brand identity.

### Core Skills

- HTML5, CSS3, JavaScript (ES6+), Responsive Web Design
- WordPress Theme Customization & Plugin Management
- UI/UX Design Principles & Wireframing (Figma, Canva)
- SEO Optimization & Website Maintenance
- Social Media Content Creation, Scheduling, & Analytics
- Adobe Photoshop, Illustrator, and Canva
- Problem-Solving, Cross-Team Collaboration, and Troubleshooting

### Professional Experience

[Web Developer & Designer](#) — Gridlabs Solution, India Jan 2023 – Mar 2025

- Developed and maintained responsive websites using HTML, CSS, and WordPress.
- Designed user interfaces aligned with UI/UX best practices for enhanced usability.
- Collaborated with content teams for SEO optimization and social media integration.
- Created digital graphics, banners, and layouts using Photoshop and Illustrator.

[Freelance Web & Graphic Designer](#) — Remote Jun 2022 – Dec 2022

- Built and customized WordPress websites for small businesses and portfolios.
- Designed branding materials, flyers, and social media visuals for clients.
- Ensured mobile compatibility, SEO optimization, and creative layout consistency.

### Education

B.E. Electronics and Communication Engineering — Anna University, Tamil Nadu (2020)

### Certifications

- Adobe Photoshop & Illustrator Essentials — Udemy
- WordPress Development — Udemy
- SEO & Digital Marketing Fundamentals — Coursera

### Career Objective

To combine my web development and design expertise in a creative environment that encourages innovation, collaboration, and continuous learning, contributing to impactful digital experiences and strong online presence.