

NEHA SINGH

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Education & Qualifications

2009-2010	MSc in Interactive Multimedia from the University of Westminster
Modules	User-Centered Interface Design Multimedia System (Flash CS4) Electronic Documentation & Hypertext Interactive Multimedia System Design (Project Management)
<i>Grade</i>	<i>Merit</i>
2005-2007	Advanced Diploma in Multimedia & Web Designing
<i>Grade</i>	<i>Merit</i>
2004-2007	Bachelor of Arts in Political Science from Delhi University
<i>Grade</i>	<i>Merit</i>

Employment History

Jun '12 – Present	Simplicity IT Ltd
Position	Software Engineer(User Interface)

Simplicity IT creates business-critical web database systems for organizations that are striving for operational efficiency, improved customer experience, new revenue channels and other ways of achieving powerful competitive advantage.

Key Responsibilities

- Responsible for UI planning
- Collaborate on wireframes and design drafts and turn these into well-implemented, functional user interface
- Produce mockups and designs in Photoshop and implement these using HTML5, CSS3 and jQuery
- Responsible for debugging and cross platform testing
- Work with the back-end development team to implement interactive functionality and ensure successful delivery

Apr '10 – May '12	Wardour
Position	Web Developer

Wardour is an award-winning customer magazine and corporate communications agency. Wardour was named the UK's 13th biggest customer publishing agency by Marketing magazine.

Key Responsibilities

- Reporting directly to the Head of Digital
- Production, modification and maintenance of various client websites
- Designing newsletters and e-mailers and converting them into HTML
- Working closely with the designers to integrate designs seamlessly

- Providing accurate timing estimates on work and training other non-technical staff to handle CMS
- Maintaining awareness of industry trends and issues, particularly with regard to emerging technology and usability.

Apr '08 – Sep '09 Firefly e-Ventures Limited
Position Web Developer

Firefly e-Ventures Ltd is a 100% subsidiary of HT Media, which builds brands and businesses in the new media space. HT Media is a publicly listed leading media house in India and owns popular newspapers : Hindustan Times (English daily), Hindustan (Hindi daily) and Mint (Financial daily produced in partnership with Wall Street Journal).

Key Responsibilities

- Reported directly to the Head of the Design Department
- Integral part of the team that undertook the revamp and maintenance of the employment portal www.shine.com and social networking site www.desimartini.com. HTML and CSS work on the site was executed individually
- Assisted backend developers in designing HTML templates and CSS compliance code. Supplied all developers with graphical improvements in Photoshop for both websites. Provided website technical support for internal clients
- Worked with back-end developers, product managers and graphic designers to understand client briefs and meet project requirements and deadlines
- Undertook site error diagnosis and debugging in order to ensure the website was end-user ready by product launch
- Rich experience in creating, developing and handling advertising and marketing collateral such as online flash banners, e-mailers etc.
- Ensured code met internal and accepted best practices norm such as W3C, SEO guidelines, web optimisation etc.
- Provided overall technical support, customisation and maintenance for both websites, including emergency support
- Performed other duties as requested by the Marketing and Online Communications team.

Sep '07 – Apr '08 Indian Express
Position Trainee Web Designer

The Indian Express is the leading newspaper of the [Indian Express Group](http://www.indianexpress.com), which also owns other newspapers in India such as the [Financial Express](http://www.financialexpress.com).

Key Responsibilities

- Undertook front end HTML development on the internal pages for their key initiatives, the flagship websites being www.indianexpress.com, www.expressindia.com, www.financialexpress.com and www.screenindia.com
 - Hand-coded pages in HTML, DHTML and CSS
 - Provided customisation and maintenance for all the websites
 - Performed other duties as requested by the Marketing and Design Managers
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Skills and competencies demonstrated

- Proven track record in transforming web designers' static prototypes into hand-coded HTML, specifically emphasising accuracy and efficiency; adhering to W3C-established web standards; maintaining cross-browser/cross-platform compatibility; and delivering final page templates, including optimised images
- Consistent application of usability metrics through hand-coded HTML, CSS, image slicing and optimisation. Additionally adept at troubleshooting; skilled at developing web solutions that exceed client expectations
- Deft in creation and development of new web interfaces, layouts and site graphics
- Responsible for quality assurance of finished websites, including the validation of web forms and links

My skills

- XHTML / HTML5
- CSS2.1 / CSS3
- jQuery
- UX / Usability
- PHP basics
- CSS Grids
- CSS Frameworks / Resets
- CSS Pre-Processors (LESS)
- Debugging Tools (Firebug, etc)
- CMS (Expression Engine, WordPress)
- Responsive Web Design
- Cross-Browser / Cross-Platform Development
- Cross-Browser Bugs and Inconsistencies (primarily IE6-8)
- SEO Basics

Software's I use

- Textmate
- Sublime Text
- CSSEdit
- Less
- Adobe Photoshop
- Adobe Flash
- Adobe Dreamweaver
- Subversion

References – Provided on request.