

RAVI PATEL

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📍 London

PROFILE / SUMMARY

Experienced professional with 8+ years of experience in building responsive and user-centric web applications. Proficient in HTML, CSS, JavaScript (ES6+), with working knowledge of modern frameworks such as React. Strong background in UI/UX design, improving website performance, and enhancing user experience. Dedicated to continuous learning and staying updated with emerging technologies.

SKILLS

Languages & Frameworks: HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Express.js, jQuery, Power Fx, Python
Tools & Technologies: Git, NPM, Jira, AWS, Figma, REST APIs, Power Platform, SEO, Adobe CC, SQL & NoSQL DBs
Design & Development: Responsive Design, UI Design, UX Principles, Cross-Browser Compatibility
Soft Skills: Clear Communication, Teamwork & Collaboration, Attention to Detail, Problem-Solving

CAREER / PROJECT HIGHLIGHTS

- Created [dynamic website for withit.](#) using HTML, CSS, and JavaScript. Incorporated engaging micro interactions to boost user engagement. Integrated Shopify's APIs for seamless e-commerce functionality.
- Led modernisation of 3R Telecom's user portal with React.js. Designing features for secure invoice access.
- Developed stylised [press site for Rotary Watches](#), merging B2B/B2C needs. Reduced costs/environmental impact by eliminating physical look books. Utilised modern design techniques and HTML, CSS and JS.
- Contributed to website development for [3R Telecom](#) and [CES Software](#). Used HTML, CSS, and JavaScript for visual appeal and functionality. Integrated PHP for dynamic content delivery.

EXPERIENCE

TECHNICAL CONSULTING ENGINEER / POWER APPS DEVELOPER

CISCO SYSTEMS | AUG 2022 - PRESENT

- Conducted training sessions on HTML, JS & CSS for both internal and client personnel, offering tailored support as needed
- Contributed to and supported major HTML email, SMS and MMS campaigns, including product launches, give-aways and RPI communications
- Improved internal task tracking and client-facing trackers using Power Apps and Power BI for accurate reporting
- Completed JS and React courses, while shadowing development process in React to enhance skills

PRODUCTION EXECUTIVE

ODICCI INTERACTIVE | OCT 2019 - NOV 2021

- Provided clients with platform knowledge and strategic guidance using HTML, CSS, and JavaScript snippets
- Acted as first point of contact for client training, data conversion, setup/ configuration, and problem solving
- Identified innovative ideas and providing proof of concept mock-ups using HTML, CSS, and JavaScript
- Collated feedback to suggest improvements of the UX/UI of bespoke software to increase client satisfaction and platform adoption rates
- Utilised Jira to report bugs, document tickets, and suggest code changes from digested API documentation

ONLINE DIGITAL COORDINATOR

ROTARY WATCHES | SEP 2017 - OCT 2019

- Designed and [developed a consumer/press site](#) HTML5, CSS, JavaScript, reducing printing costs
- Created [live and offline web pages for trade marketing and training](#)
- Developed a WordPress-based HR portal for internal policy management
- Pitched a mock-up of a responsive and usable website to reflect the high-end luxury watch brand Dreyfuss & Co

IN-HOUSE BRAND DESIGNER

3R TELECOM | SEP 2015 - SEP 2017

- Redesigned and built two websites using HTML5, CSS, JavaScript, and PHP
- Conducted usability testing to identify UX/UI issues, documented results, and prioritised fixes
- Identified and proposed opportunities that could be potentially implemented within the software
- Rebranded previous advertising and promotional material to give a consistent brand feel

EDUCATION

BA Industrial Design & Technology: Brunel University London (2017)