

PARNEET KAUR

Web Designer

CONTACT

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PROFILE SUMMARY

Web Designer with expertise in Unbounce and WordPress development. Skilled in creating visually appealing and user-friendly websites that drive conversions. Passionate about delivering high-quality design solutions that enhance user experience and meet client objectives.

EDUCATION

2017 - 2020

PANJAB UNIVERSITY

- MCA

2014 - 2017

PANJAB UNIVERSITY

- BCA

WORK EXPERIENCE

Fuvay Technologies Pvt. Ltd

2022- PRESENT

Unbounce Developer

- Designed and developed high-converting landing pages using Unbounce, increasing conversion rates by an average of 30%.
- Conducted user research and usability testing to gather insights and iterate on designs effectively.
- Provided ongoing support and updates to landing pages based on client feedback and market trends.
- Mentored junior designers, providing guidance on best practices and fostering a culture of continuous improvement.
- Integrated third-party tools and analytics for tracking campaign performance and user behavior.
- Collaborated with marketing teams to create A/B tests, optimizing page performance and enhancing user engagement.

Aiviq Technologies

2020- 2022

WordPress Developer

- Built and maintained responsive WordPress websites tailored to client needs, focusing on usability and design aesthetics.
- Customized themes and plugins to enhance website functionality and improve user experience.
- Worked closely with clients to gather requirements and deliver solutions that meet business objectives.
- Conducted training sessions for clients on managing their WordPress sites, increasing their confidence in using the platform.

SKILLS

- Unbounce Development
- WordPress Development
- HTML5 & CSS3
- JavaScript & jQuery
- Responsive Web Design
- SEO Best Practices
- A/B Testing

LANGUAGES

- English
- Hindi
- Punjabi