



# Subodh Kumar

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## PERSONAL STATEMENT

Experienced Manager with over 16+ years of experience in UI/UX Design, Wireframing, Prototyping, Project management, User Centric Design, End-to-end design, User Research, UI Architecture, Problem solving and Web UI Design & Development. Proven ability to lead cross-functional teams, create user interfaces, and carry out extremely effective email marketing campaigns design.

## CORE COMPETENCIES

- **Team management and leadership:** Oversaw the development of diverse teams, provided mentorship, and promoted career advancement.
- **UI Architecture and Design:** Developed scalable UI frameworks and produced eye-catching designs.
- **Email Marketing Strategy:** Oversaw prosperous email programs that saw notable gains in open and conversion rates.
- **Web Development:** Expert in web development using HTML, CSS, JavaScript, and contemporary frameworks such as Angular and React.
- **UX Design:** Designing with the user in mind, user experience (UX) enhanced retention and decreased bounce rates.
- **Agile/ Waterfall Methodologies:** Utilizing Scrum, Agile and waterfall methodologies to manage projects ensured timely and effective delivery.
- **Analytics & Optimization:** Employed data-driven strategies to consistently improve email and online performance.

## EMPLOYMENT HISTORY

04/2022 – Present

**Manager, Foundry (an IDG, Inc. company) – Noida.**

- Product design and development for Email Campaign Manager (ECM) and Multi Assets Landing Page (Visionayr).
- Working closely with the content, product, engineering, and customer success teams to gather requirements and feedback, ensuring that the client's demands are addressed.
- Managing the product development process using Agile methodologies, ensuring efficient development cycles, regular releases, and continuous improvement.
- Led and motivated a team of 18 members, fostering a collaborative and high-performing work environment.
- Collaborating with developers on scrum calls to discuss the requirements.
- Conducting the complete UAT of the product and developing the reports for various use cases.
- Research and maintain awareness of email marketing trends, best practices, and technologies.
- Created comprehensive documentation and training materials for end-users and internal teams, reducing onboarding time and ensuring effective product adoption.
- Managing all the email campaigns including inbound and outbound.
- Communicating and gathering the requirements from customers for a smooth lead delivery process.
- Spearheaded the adoption of new front-end technologies, enhancing website performance and user engagement.
- Mentored junior team members, fostering a culture of continuous learning and innovation.

04/2017 – 03/2022

**Team Lead – Web UI Design, Selling Simplified India Pvt. Ltd. – Noida.**

- Email design and product UI design
- Redesign of the company's main website
- Website design and maintenance using HTML, CSS, Bootstrap and Javascript.
- Managed all aspects of product design, email design, including opt-in design and delivery monitoring. Also, the email design strategy includes all major email clients testing using Litmus and automation testing tool.

08/2017 – 11/2017

**Frontend Developer, Total VDO Solutions – Noida.**

- Developing application for Smart TV using HTML, CSS and jQuery and Json data
- Redesign of the company's main website

12/2012 – 06/2017

**Manager (Website and mobile apps design), Accentium Web Pvt Ltd – Gurgaon.**

- Developed e-commerce, matrimony, loans website and mobile app
- Design implementation in PHP.
- Created banners for Google Ads; design and development of responsive web applications.
- Website deployment on live sever using FileZilla and FTP.
- Collaborated with product owners and stakeholders to translate business requirements into user-friendly designs.

05/2009 – 12/2012

**Web Designer Lead, MapMyIndia (CE Info Systems Pvt Ltd) – Delhi.**

- Developed maps website and redesign of the company's main website
- End to end design execution and enhance User Experience for all devices and browser compatible.
- Developed vehicle tracking web application and ATM/branch locator website for clients like HDFC bank, City Bank, ICICI bank etc.
- Promotional Banner design
- Design implementation on Java and PHP

10/2006 – 05/2009

**v-Angelz technology, Noida.**

- More than 30+ websites designed for different product like loan, tele marketing, blogs etc. and graphics design works.
- Design Integration (asp.net, asp and php files)
- Website mockup and Banner Design

## **EDUCATION**

2015 – 2017

**Master's Business Administration (MBA) – Project Management**

Sikkim Manipal University, Pune, India

2005 – 2006

**Web Design from F-tech, Delhi**

## TECHNICAL SKILLS

- **Languages:** HTML, CSS, Bootstrap, JavaScript, MySQL, SQL
- **Frameworks/Libraries:** React, Angular, Bootstrap, jQuery
- **Tools:** Adobe Photoshop, Adobe XD, Figma, Mailchimp, HubSpot, Litmus, A/B Testing tool, Google Analytics
- **Methodologies:** Agile, Scrum, Waterfall, XP, Jira, Kanban
- **Platforms:** WordPress, Shopify
- **Version Control:** Git, SVN

## CERTIFICATION

- Generative AI Overview for Project Managers - @PMI, 2024
- Cert Prep: Scrum Master- @Linkedin, 2024
- Project Management Skills for Leaders - @Linkedin, 2024
- Advance as a Digital Marketing Specialist: @Linkedin, 2023

## AWARDS & RECOGNITION

- **Promoted as a Manager, Design team** – Selling Simplified Pvt Ltd, 2022
- **Top performer of the Year** – Accentium web Pvt Ltd, 2014
- **Best Performer Team** – MapMyIndia, 2011