

SASMITHA CHEMBETI

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4+ years of experience in building, optimizing, and managing SEO-driven, user-focused digital content and websites.

EDUCATION

Masters in Computer Science

Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai

2019 –2021

GPA: **8.4/10**

Bachelors in Computer Science

Apollo Arts and Science College, Chennai

2016-2019

GPA: **8.0/10**

PROFESSIONAL AND TECHNICAL SKILLS

Programming Language: HTML5, CSS3, jQuery, JavaScript, SEO, Wordpress CMS, Bootstrap, ReactJS, Tailwind CSS

Areas of Interest: UI Design & Frontend Development

Others: Git

Tools: Visual Studio Code, Figma, Photoshop, Illustrator, Canva

WORK EXPERIENCE

Web Developer Executive | Riota Pvt Ltd | Chennai | Feb 2023 – Present

- Designed responsive, user-centric UI/UX layouts in Figma, translating wireframes and prototypes into pixel-perfect, mobile-first WordPress and frontend implementations.
- Designed and developed 4 fully responsive WordPress websites using Elementor and Gutenberg, ensuring pixel-perfect layouts aligned with client brand guidelines.
- Optimized SEO-friendly content layouts in WordPress to support content marketing initiatives.
- Worked closely with marketing teams to improve content visibility, engagement, and conversion through UI/UX and SEO best practices.
- Created and optimized visual assets using Adobe Photoshop, Illustrator, and Canva, ensuring consistent branding, clean visuals, and enhanced user engagement across web and digital platforms.
- Converted UI/UX designs into high-quality, responsive code using ReactJS, HTML5, CSS3, and JavaScript, ensuring design accuracy, performance optimization, and cross-browser compatibility.
- Built user-friendly interfaces and enhanced usability by manipulating DOM elements with JavaScript and jQuery.
- Conducted unit, integration, and user testing to ensure secure, reliable applications.
- Maintained the project in Git, managing version control and collaborating on codebase changes.

Junior Developer | Ascentya Research and Development | Chennai | August 2021 – Feb 2023

- Collaborated with UX/UI designers and Senior Developers to design and build code to convert the design wireframes into website elements.
- Developed Admin Dashboards and Websites using frameworks such as CodeIgniter and along with HTML CSS and jQuery Ajax.
- Ensured scalability by optimizing web pages for loading speed and performance.
- Assisted Senior Developers to debug code and improve web site performance and user experience.
- Learned to align designs with client requirements and handle feedback on work.

COURSES AND CERTIFICATIONS

Full Stack Engineer (MERN)

PERSONAL INFORMATION

Date of birth : 06th October 1998.

Hobbies : Working out, Badminton.

Soft Skills : Attention to detail, Analytical skills.

Languages : English, Tamil, Hindi.