

Ketan Sharma

Creative Designer, Video Editor & Full Stack Web Developer

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Profile Summary

Creative and detail-oriented Digital Professional with 10+ years of experience in designing and developing modern websites, custom web applications, and visual digital content. Skilled in UI/UX design, frontend development, e-commerce solutions, and creative branding, with a strong focus on delivering responsive, user-centric, and visually engaging digital experiences that enhance brand presence and support business growth.

Skills

- **UI/UX & Visual Design:** Figma, Adobe Photoshop, Illustrator, InDesign
- **Video Editing & Visual Content:** Adobe Premiere Pro
- **Frontend Technologies:** HTML5, CSS3, JavaScript, jQuery
- **Web Development:** PHP, WordPress, Custom Web Applications
- **E-Commerce Solutions:** WooCommerce, Online Store Development & Custom E-Commerce Solutions
- **Creative Branding:** Social Media Creatives & Digital Content Design

Work Experience

Full-Time Freelance Designer, Video Editor & Web Developer | 2025–Present

- Providing complete web design, development, video editing, and digital branding solutions for clients across various industries.
- Designing modern, responsive, and user-focused websites, landing pages, and e-commerce platforms.
- Developing custom WordPress and WooCommerce websites tailored to business requirements.
- Creating social media creatives, promotional graphics, reels, and visual digital content for brand marketing.
- Editing promotional videos, social media reels, and marketing content using modern creative tools.
- Managing complete project workflows including client communication, design, development, testing, deployment, and maintenance.
- Optimizing website performance, responsiveness, SEO, and user experience for improved engagement and conversions.

- Delivering customized digital solutions with a strong focus on creativity, functionality, and business growth.
- **Freelance | UI-UX Designer & Developer | 2023–2025**
 - Designed modern, user-centric website layouts, landing pages, and mobile app interfaces for diverse clients.
 - Developed fully responsive websites using HTML, CSS, JavaScript, jQuery, and Bootstrap.
 - Built and customized WordPress websites using Elementor and WooCommerce based on client requirements.
 - Delivered end-to-end solutions including design, development, testing, and deployment.
 - Optimized website performance, speed, and SEO for improved search rankings and user experience.
 - Worked closely with clients to understand business needs and provided tailored digital solutions.
- **Logixtree Networks | UI-UX Designer & Developer | 2019–2023**
 - Designed social media creatives, product ads, and promotional banners that boosted brand engagement.
 - Developed responsive websites using HTML, CSS, JavaScript, and jQuery.
 - Built WordPress websites with Elementor and WooCommerce, ensuring smooth functionality.
 - Collaborated with cross-functional teams to deliver high-quality digital projects.
- **Up2mark Technologies | UI-UX Designer & Frontend Developer | 2017–2018**
 - Created responsive web and mobile app designs to enhance user experience.
 - Designed backend panels and e-commerce websites (PSD to HTML/WordPress).
 - Optimized website speed and performance for better SEO rankings.
 - Worked with HTML, CSS, PHP, MySQL, Photoshop, and jQuery/Ajax.
- **Webgen | Web Designer & Frontend Developer | 2015–2017**
 - Designed website layouts, ads, and banners aligned with branding strategies.
 - Developed PHP scripts for websites and web applications.
 - Built websites with WordPress, WooCommerce, and custom themes.
- **Vikaz Infotech | Web Designer | 2013–2015**
 - Created website mockups, banners, and creative graphic elements.
 - Designed logos and icons to support branding initiatives.

- Gravity Informatics | **Web Designer** | 2010–2012
 - Designed website mockups, banners, and creative elements.
 - Developed HTML/CSS layouts and optimized designs for usability.

Education

MCA, Punjab Technical University | 2011

B.Sc (IT), Punjab Technical University | 2009

B.Sc (IT), Punjab Technical University | 2009

Hobbies & Interests

- Listening to Music
- Solo Bike Trips & Travel Exploration
- Reading Books
- Singing

Personal Details

- **Date of Birth:** 09 Dec, 1987
- **Language:** English, Hindi, Punjabi
- **Nationality:** Indian