

ANISHA SELOTE

UI/UX Designer | Web Designer | Frontend Developer

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PROFESSIONAL SUMMARY

UI/UX and Web Designer with 11 years of experience designing responsive, user-centric websites and ecommerce experiences. Skilled in wireframing, prototyping, usability testing, and design systems using Figma and Adobe Photoshop, with hands-on frontend implementation using HTML5, CSS3, JavaScript, and Shopify Liquid. Experienced in translating business requirements into accessible, high-usability digital experiences, with working familiarity in React JS for component-based UI development. Strong track record collaborating with cross-functional, agile teams to deliver scalable, client-ready web solutions.

CORE SKILLS

UI/UX Design: User Interface Design, User Experience Design, Wireframing, Prototyping, Design Systems, User Research, Usability Testing, Information Architecture, User Flows, Responsive Design, Mobile-First Design, Web Accessibility (WCAG)

Frontend Development: HTML5, CSS3, JavaScript (ES6), React JS (component-level), Bootstrap, Shopify Liquid, WordPress, Cross-Browser Compatibility, SEO Best Practices

Tools & Methods: Figma, Adobe Photoshop, Git, VS Code, Agile/Scrum, Style Guides

Soft Skills: Problem Solving, Team Collaboration, Stakeholder Communication, Time Management, Attention to Detail

WORK EXPERIENCE

Senior UI/UX Designer & Frontend Web Developer

Altius Customer Services Pvt Ltd | August 2017 - June 2026

- Designed responsive web and mobile UI interfaces for CRM systems, corporate websites, and ecommerce platforms, supporting 15+ client projects.
- Created user-centric wireframes, mockups, and prototypes in Figma and Adobe Photoshop, improving first-pass stakeholder approval and reducing design revision cycles.
- Built reusable frontend UI components using HTML5, CSS3, Bootstrap, and JavaScript, improving development consistency across projects.
- Customized Shopify themes using Liquid, HTML, CSS, and JavaScript, delivering responsive ecommerce storefronts optimized for mobile-first shopping experiences.
- Improved website usability and accessibility across desktop, tablet, and mobile devices, aligning interfaces closer to WCAG accessibility standards.
- Collaborated with developers, project managers, and stakeholders in agile workflows to deliver scalable digital solutions on schedule.
- Optimized frontend performance and maintained cross-browser compatibility, reducing UI-related bug reports across supported browsers.

Web Designer

Technobase IT Solutions | January 2015 - May 2017

- Designed responsive website layouts and user interfaces for 10+ client websites, aligning each build with specific business requirements.
- Integrated HTML, CSS, JavaScript, and frontend assets into production websites, ensuring consistent cross-browser rendering.
- Designed logos, banners, icons, and visual assets used across client websites and marketing materials.
- Partnered with development teams to ensure accurate, pixel-level implementation of UI designs.

- Provided technical support and troubleshooting for web design and frontend issues, maintaining site uptime and usability.

PROJECTS

React CRM Application UI Development

- Designed and supported development of reusable React JS UI components for CRM applications.
- Built responsive dashboards and interactive interfaces, improving usability and scalability for end users.
- Collaborated with backend teams to align frontend UI with API-driven data, supporting seamless integration.

Corporate Website UI Development

- Converted Figma design systems into pixel-perfect responsive websites.
- Improved page responsiveness, UI consistency, and accessibility standards across the site.
- Optimized frontend performance, improving page load speed and overall user experience.

Shopify Theme Customization

- Customized Shopify themes using Liquid, HTML5, CSS3, and JavaScript for multiple ecommerce clients.
- Developed responsive, mobile-first ecommerce layouts to improve on-site engagement.
- Enhanced storefront usability, contributing to improved customer navigation and conversion-friendly layouts.

EDUCATION

B.E. Electronics — K.D.K College of Engineering, Nagpur (2011 - 2014)

Diploma in Electronics & Telecommunication (E&TC) — G.H. Rasoni Polytechnic, Nagpur (2008 - 2011)