

# LOKESH G

Chennai · +91 9551496961

 Portfolio

 Lokesh.G

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## Work Experience

### Weboin *Front-End Developer Intern*

Chennai, India

#### Svipes (Static Promotional Website) UI Site

May 2024 - Oct 2024

- Engineered a static site with Next.js and Tailwind CSS, creating 10+ responsive components and boosting user engagement by 45%.
- Streamlined design with Tailwind CSS, ensuring clean, consistent, and modern styling across 15+ components for a seamless user experience.
- Devised an SEO strategy, resulting in a 35% increase in search rankings and a 20% boost in organic traffic, driving greater visibility and maximized user engagement.
- Implemented meta tags, structured data, and keyword analysis, boosting organic search traffic by an additional 20%.

### Ecommerce Store

Oct 2024 - March 2025

- Designed over 50 product layouts and visuals, boosting store engagement by 30%. Created optimized product images that improved load times and increased conversions.
- Developed 20+ promotional banners aligned with seasonal campaigns and brand goals. Ensured 100% responsive design across devices, enhancing mobile user retention.
- Built and customized the e-commerce store from scratch, reducing bounce rate by 25%. Improved overall user experience, contributing to a 40% increase in monthly sales.

## Skill Sets

**Talent and Skills:** Product design, Interface design, Ux Researcher, Graphic design.

**Desinging Tools:** Shopify, Figma, Canva, Adobe xd, Adobe illustrator, wix.

**Web Desinging:** HTML, CSS, JavaScript, Next js, Tailwind.css.

**Areas Of Interest:** UI/UX, FrontEnd, Graphic Design.

## Projects

### SmartBites (Figma) UI

- Developed personalized meal plans tailored to users' dietary needs, incorporating features for customized suggestions based on nutritional intake, resulting in a 150+ increase in daily active users within three weeks post-launch.
- Improved user satisfaction by providing real-time calorie tracking for over 100 food items, facilitating personalized changes, enhancing engagement, and streamlining the food ordering process by reducing loading times by 80%, which led to a 90% increase in user interaction and overall satisfaction.

### Travel Booking Website Design ( Figma) UI

- Designed wireframes and interactive prototypes for a travel booking platform, showcasing over 50 Sri Lankan destinations. The platform featured more than 20 user-friendly screens with Tailored booking flows, improving efficiency by 75%, user engagement increased by 90% due to seamless navigation and responsive design, further enhanced by real-time filtering and location-based recommendations that delivered a personalized user experience.
- Crafted fully tuned layouts for key website sections including Places and Activities; reduced loading speeds by 80% which resulted in an impressive improvement of user retention alongside increased engagement sessions.

Website - UI/UX Agency, GameHub, Info web, Horizontal Scroll, Nexodyss

## Education

**Bachelor of Engineering in Computer Science - CGPA- 8.11, Rajalakshmi Institute of Technology.**

Nov 2020 - May 2024

**Higher Secondary, Percentge - 70%, Velammal Vidhyashram Surapet.**

Apr 2019 - Mar 2020

**SSLC, Percentge - 57%, Velammal Vidhyashram Surapet.**

Apr 2017 - Mar 2018

## Certifications

- Front-End Developer Intern - Weboin.
- Fullstack Course - Naanmudhalvan.