DHEERAJ SINGH

Product Lead | Senior Web Designer

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Summary

Full-Stack Web Designer & Product Specialist with **7+** years of experience delivering high-impact, performance- driven digital products. Proficient in HTML, CSS, JavaScript, WordPress, Shopify, and basic React.js. Scaled E-commerce sales to €80M+ by blending UX strategy, conversion optimization, and technical execution to build responsive, revenue-generating platforms

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Skills

- **Web & UI/UX Design:** Responsive Web Design, WordPress, Shopify, HTML/CSS, JavaScript, Bootstrap, basic React JS, SQL, jQuery and PHP.
- **Project Management:** Project Management, Team Leadership, Workflow Automation
- **Graphic and Marketing:** MS Office, Mailchimp
- **Visual Design:** Adobe Photoshop, Canva, BeePro, Branding

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Experience

Product Team Lead | Stegpearl Technologies Pvt. Ltd.   *02/2024 – Present*

- Led a cross-functional team of **10+ designers and content specialists** to manage product listings, stock availability, and merchandising across websites and multiple eCommerce channels.
- Directed end-to-end execution of product uploads, landing pages, blog designing, and UX improvements, increasing campaign **engagement by 25%** and supporting sales initiatives
- Implemented quality control workflows for managing product category and sales execution, improving listing accuracy by **40%** and contributing to a **15% increase in sales.**

Senior Web Designer | Stegpearl Technologies Pvt. Ltd.   *02/2021 – 01/2024*

- Developed responsive websites and UI layouts**, improving UX by 35%** and load speed by **40%.**
- Created and optimized product pages across websites & major marketplaces, **increasing conversions by 28%**.
- Contributed to backend solutions using PHP/Laravel, React.js, and MySQL, resolving issues 15% faster.

Web Designer | Stegpearl Technologies Pvt. Ltd.   *07/2018 – 01l/2021*

- Built **20+ custom HTML websites,** ensuring **100% responsiveness and 35%** lower bounce rates**.**
- Created interactive UI/UX designs, increasing user engagement by **40%**.
- Developed cross-browser compatible designs, boosting page speed by **50%**.

Education

- MCA | Suresh Gyan Vihar University, Jaipur **|** *2018 – 2020*

Projects

- **Jewellery E-commerce**: WooCommerce site with payment gateway & responsive design
- **School Website**: Informational site with forms, faculty profiles & event updates
- **Fabric to Fashion**: Portfolio blog with service pages & modern layout
- **Blue Pineapple Homes**: Real estate site with listings, galleries & inquiry forms
- **Solar Website**: B2B & B2C product showcase with technical content & lead forms
- **Handicraft Store**: E-commerce site with product catalog & order tracking