

CSS Portfolio

CSS Portfolio - Ginteja Insurance Brokers (Dec 2022 - Present)

Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers, I was responsible for improving the company's website performance by optimizing CSS for better design, layout, and user experience.

Responsibilities:

- Developed and maintained CSS styles to ensure consistent branding and layout across the website.
- Worked with the design team to implement responsive design using CSS for desktop, tablet, and mobile views.
- Optimized CSS for faster loading times by reducing redundant styles and minimizing file sizes.
- Ensured cross-browser compatibility and fixed issues related to CSS rendering.

Impact:

- Improved website design and layout consistency across devices and browsers.
- Increased mobile traffic by optimizing the mobile-responsive design using CSS media queries.
- Reduced website load time by optimizing CSS files.

Tools Used:

- CSS, SASS, Bootstrap, Google Chrome Developer Tools

CSS Portfolio - Educart IAS Academy (Jun 2022 - Nov 2022)

Role Overview:

As a Digital Marketing Manager at Educart IAS Academy, I was responsible for enhancing the user experience by optimizing CSS to ensure seamless functionality across all platforms.

Responsibilities:

- Developed CSS styles for various web elements, including buttons, navigation bars, and forms.

- Implemented responsive design using CSS media queries to ensure optimal display on mobile, tablet, and desktop devices.
- Optimized CSS for site speed by reducing file sizes and minimizing redundant rules.
- Ensured design consistency and branding through effective use of CSS variables.

Impact:

- Improved site usability and aesthetics through a clean and efficient CSS design.
- Increased engagement by ensuring a consistent design across different screen sizes.
- Reduced bounce rate by improving load speed through optimized CSS.

Tools Used:

- CSS, SASS, Bootstrap, Google Chrome Developer Tools

CSS Portfolio - Hydrocraft Engineers (Feb 2020 - Jun 2022)

Role Overview:

As a Digital Marketing Executive at Hydrocraft Engineers, I was responsible for creating a visually appealing website by working with CSS to style web pages and ensure they were responsive.

Responsibilities:

- Designed and implemented CSS for the website to ensure a clean and modern look.
- Worked with the development team to create responsive design layouts that adapted to different screen sizes.
- Optimized CSS for performance by using techniques like CSS minification and combining rules to reduce file sizes.
- Fixed issues related to CSS rendering in different browsers.

Impact:

- Increased website usability by ensuring the site was fully responsive using CSS for different screen sizes.
- Reduced loading times through the optimization of CSS files.
- Enhanced user engagement by ensuring the design was aesthetically pleasing and aligned with branding.

Tools Used:

- CSS, SASS, Bootstrap, Google Chrome Developer Tools

CSS Portfolio - Chatterjee Consultancy Services (May 2019 - Jan 2020)

Role Overview:

As a Digital Marketing Intern at Chatterjee Consultancy Services, I supported the team in implementing and optimizing CSS to ensure a functional and visually engaging website.

Responsibilities:

- Assisted in designing and maintaining the website's layout using CSS.
- Worked on the CSS code to ensure the website was responsive across devices.
- Optimized CSS files to improve the website's speed and performance.
- Ensured browser compatibility and fixed CSS rendering issues across browsers.

Impact:

- Contributed to the overall look and feel of the website by assisting in the development of CSS rules and structure.
- Helped improve the website's mobile usability by working on responsive CSS layouts.
- Optimized the CSS for faster page loads, improving the user experience.

Tools Used:

- CSS, SASS, Bootstrap, Google Chrome Developer Tools