SHIRSENDU ROY

Howrah, India 711403

hi@iamroy.info

https://iamroy.info

SUMMARY

Detail-oriented WordPress developer specializing in custom theme design and e-commerce integration. Proven expertise in website optimization, security auditing, and client relationship management. Innovative web designer with over 10 years of experience in WordPress development and user experience design. Expertise in creating responsive websites and implementing SEO best practices to enhance visibility and engagement. Hardworking professional experienced in field and ready for challenging assignments. Reliable in completing quality work and exceeding expectations.

SKILLS

- WordPress development
- Custom theme design
- E-commerce integration
- Website optimization
- Security auditing
- Client relationship management
- Project management
- User experience design
- Responsive design
- Search engine optimization
- Problem solving
- Technical support
- UI and UX design
- Web development
- Graphic design

EXPERIENCE

FREELANCER, 2018 - Current
Freelancer.com & UpWork, Kolkata, India
- Researched new technologies that could be used to improve the efficiency of development processes.
- Developed, tested and implemented custom WordPress themes and plugins.
- Performed regular audits of existing websites to identify potential vulnerabilities or areas of improvement.
- Built custom widgets, shortcodes and other functionalities to extend the capabilities of WordPress sites.
- Created responsive website designs using HTML, CSS, JavaScript, PHP and MySQL.
- Conducted detailed testing on all changes made to ensure compatibility across different browsers.
- Provided technical support to clients regarding their WordPress websites' functionality and features.
- Optimized WordPress websites for search engine visibility and performance.
- Met with clients to discuss website design and function, answering questions and concerns.
- Conducted website performance tests, troubleshooting and upgrades.
- Collaborated with graphic designers to convert designs into functional WordPress themes.
- Provided technical support and training to clients on managing their WordPress websites.
- Developed e-commerce solutions using WooCommerce, customizing shops, product pages, and payment methods.
- Implemented SEO best practices in WordPress sites to improve search engine rankings and visibility.
- Conducted website maintenance, updates, and backups to ensure smooth and continuous operation.
- Designed and implemented responsive WordPress websites to enhance user experience and engagement.

FOUNDER, 2014 - 2018
Pixelbite Web Technologies, Kolkata
- Developed innovative product strategies to address market needs and enhance customer satisfaction.
- Developed custom WordPress themes from scratch using HTML5, CSS3, JavaScript, and PHP.
- Designed custom page templates that could be used by content authors when creating new pages or posts.
- Integrated third party forms, data, back-end services and specialized content to personalize WordPress theme layout and arrangement.

FOUNDER PARTNER, 2009 - 2014
Demagic, Kolkata, India
- Developed innovative product strategies to address market needs and enhance customer satisfaction.
- Met with clients to gather requirements and outline websites.
- Developed and implemented innovative web designs for a variety of client projects.
- Built user-friendly interface within content management system as directed by project scope.

WEB DESIGNER, 2007 - 2009
GD Web Solutions Pvt. Ltd., Kolkata
- Collaborated with cross-functional teams to develop web solutions that met client requirements and project goals.
- Designed and implemented web layouts to enhance user experience.
- Developed graphic design elements, including icons and banners, to enhance website aesthetics.
- Utilised front-end coding languages to build dynamic and user-friendly web pages.

GRAPHIC DESIGNER, 2004 - 2007
Sanmarg Pvt. Ltd., Kolkata
- Created innovative graphic designs for digital and print media, enhancing brand visibility and engagement.
- Conducted market research to identify design trends and inform creative strategies for projects.
- Developed comprehensive brand identity guidelines to ensure consistency across all visual communications.

DTP OPERATOR, 2001 - 2003
Digital FX2, Kolkata, India
- Processed digital files for print production, ensuring adherence to company standards and client specifications.
- Collaborated with graphic designers to refine layouts and enhance visual appeal of printed materials.
- Executed quality assurance checks on final outputs to maintain high production standards.

FACULTY TEACHER, 2000 - 2001
Pentasoft, Bhilai, India
- Developed engaging lesson plans that catered to diverse learning styles and student needs.
- Conducted regular assessments to evaluate student progress and adapt instructional methods.
- Facilitated professional development workshops to enhance teaching techniques and technology use.

FACULTY ASSISTANT, 1999 - 2000
Brainware, Kolkata, India
- Facilitated communication between students and faculty, addressing inquiries and providing timely responses.
- Contributed innovative ideas and solutions to enhance team performance and outcomes.

EDUCATION AND TRAINING

Brainware, Kolkata, India, 1999
Certificate Course For Graphics Designing & Multimedia: Graphics Designing & Multimedia

Webel Informatics, Howrah, WB, India, 1998
Diploma in Computer Application: Computer Applications Development

The Vivekananda Institution, Howrah, WB, India, 1996
10+2 Standard: Commerce

The Vivekananda Institution, Howrah, WB, India, 1994
10th Standard: General Studies

LANGUAGES

English:	C2	Hindi:	C2
Proficient (C2)		Proficient (C2)	
Bengali:	Native		
Native			