

**Fredrick Hilarian**

**Languages:** English | Hindi

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[Portfolio](#) | [LinkedIn](#)

**City:** Asansol, West Bengal, India

## Experience – 5+ Years

**Full Stack Developer | UX/UI Designer**  
**ByteeIT**

May 2024 – Present

ByteeIT (<https://byteeit.com>)

- **Redesigned and rebuilt** the company website from the ground up, improving **user engagement by 45%** and **page load times by 38%** through a modern, mobile-first design system in Figma and Next.js.
- **Developed and deployed** a fully functional **e-commerce platform** using **Next.js, Node.js, MongoDB, and Stripe**, enabling seamless subscription purchases and automated billing flows.
- **Implemented** CI/CD pipelines with **Docker and GCP Cloud Build**, reducing deployment time from hours to minutes.
- **Enhanced discoverability** through **technical SEO, Schema markup, and accessibility improvements**, leading to a measurable increase in **organic traffic**.
- **Built** an AI-powered **real-time chat feature** using **Python and Elasticsearch**, improving user query handling and support response time.

ProAccuracy (<https://proaccuracy.com>)

- **Led the end-to-end development of the company website**, starting with a complete **UI/UX redesign personally executed in Figma**, transforming the visual identity and user experience.
- **Enhanced usability and accessibility** by introducing a modern, responsive design system with clear visual hierarchy and intuitive navigation.
- **Built a fully responsive frontend** with **Next.js and Tailwind CSS**, ensuring consistent performance across all devices.
- **Developed scalable backend services** using **Node.js and MongoDB**, managing complex data flows with **Redux** for reliable state handling.
- **Integrated secure payment processing** through **Stripe**, improving checkout speed and user trust.
- **Deployed the platform on Google Cloud Platform (GCP)** using **Nginx, PM2, and Certbot**, enabling automated SSL, high uptime, and smooth performance under load.
- **Implemented technical SEO and Schema markup**, increasing search visibility and discoverability.

Jadeela (<https://jadeela.ga/>)

**Lead Designer & Developer**

- **Spearheaded the complete UX/UI design strategy** in Figma, creating a high-fidelity, user-centric interface tailored to the brand's unique identity.
- **Engineered and developed a custom, high-performance WordPress theme**, ensuring a

pixel-perfect translation of complex Figma layouts into a fully responsive website.

- **Managed the full deployment lifecycle**, including server configuration, SSL implementation, and performance optimization to ensure maximum uptime and fast load speeds.
- **Optimized the platform** for discoverability by implementing technical SEO best practices and structured data.

### Q-Ceramics (<https://q-ceramic.com>)

- **Led the end-to-end development** of the company website, beginning with a complete UI/UX redesign personally created in Figma.
- **Redesigned** the layout structure and enhanced accessibility and multilingual usability, building a modern, responsive design system supporting both LTR and RTL languages.
- **Engineered a custom WordPress theme** to achieve a pixel-perfect translation of complex Figma designs into a high-performance, responsive platform.
- **Implemented bilingual support** by developing the site in English and Arabic, ensuring seamless RTL rendering and content consistency across all pages.
- **Deployed the platform on Google Cloud Platform (GCP)** using Nginx and Certbot, ensuring secure, reliable, and high-uptime hosting.
- **Optimized for discoverability** with technical SEO enhancements and Schema markup, significantly improving search visibility and organic traffic.

### City Center Doha (<https://citycenterdoha.com/>)

- **Spearheaded the complete UX/UI design** in Figma, creating an intuitive, visually modern interface optimized for accessibility, navigation, and user flow.
- **Developed a cohesive design system** with consistent typography, color palette, and reusable components, ensuring scalability and visual harmony.
- **Refined and iterated designs** through internal reviews to maintain strong alignment with brand identity and audience expectations.
- **Translated Figma designs** into a **custom WordPress theme**, achieving a fully responsive and pixel-perfect implementation.
- **Configured flexible backend structures** using **Advanced Custom Fields (ACF)**, enabling simple content management for non-technical users.
- **Integrated dynamic content sections** (news, updates, tenant highlights) to keep the site engaging and content-rich.
- **Implemented email workflows** via **SMTP/Mailchimp**, complete with validation, CAPTCHA security, and user feedback states for reliable lead capture.
- **Prepared full deployment environment** on a secure, performance-optimized hosting setup with **SSL, caching, and SEO-ready configurations**, tested and staged for client approval.

### Trans Gulf (<https://tgrmccksa.com/en/home/>)

- **Executed the end-to-end UX/UI design strategy** in Figma, focusing on a professional, industrial

aesthetic with a clear information architecture for a multi-service corporate platform.

- **Engineered a custom-coded WordPress theme** to translate complex Figma layouts into a high-performance, responsive website with seamless cross-device compatibility.
- **Developed a localized, multilingual user experience** (English/Arabic), ensuring layout integrity, proper RTL (Right-to-Left) support, and intuitive navigation for diverse markets.
- **Streamlined administrative workflows** by implementing Advanced Custom Fields (ACF), allowing the client to manage project portfolios and service sections without touching code.
- **Optimized core web vitals** through advanced caching, image compression, and script minification, resulting in rapid load times for media-heavy content.
- **Integrated secure lead generation funnels** using SMTP and form validation to capture high-value inquiries directly into the corporate communication pipeline.
- **Managed the full deployment lifecycle**, including staging, SSL configuration, and SEO optimization, to ensure a secure and search-engine-ready launch.

### End-to-End Marketing Material Development

- Conceptualized, designed, and developed a wide range of marketing collateral for the company, including **brochures, corporate presentations, promotional flyers, onboarding kits**, and personalized birthday templates.
- These materials were tailored for high-impact events and strategic campaigns executed in collaboration with industry leaders such as **Google, Odoo, and JumpCloud**, ensuring consistent brand representation and enhanced audience engagement across all touchpoints.

### Product Engineer

Servify - Mumbai, Maharashtra

October 2022 - April 2024

### Samsung Care Assistant

- **Spearheaded the frontend development** of Samsung's customer support platform, delivering a seamless and responsive interface that enhanced user engagement and streamlined interactions across web and mobile platforms.
- **Collaborated with cross-functional teams** to align design and functionality with Samsung's global UI standards, ensuring consistency across regions.
- **Optimized user experience** through intuitive layouts and responsive components built for scalability and high-traffic performance.

### Retailer Training Chatbot

- **Designed and developed** an interactive training chatbot for retail personnel, integrating dynamic quizzes, multilingual support, and analytics tracking to improve training engagement and effectiveness.
- **Implemented adaptive learning features** and gamified interactions to boost user retention and completion rates.

- **Deployed and maintained** the chatbot on a scalable architecture ensuring smooth updates and minimal downtime.

## Servify Web App

- **Contributed to the frontend architecture** of the Servify platform, enhancing user experience for customers managing device protection plans, service requests, and product warranties.
- **Refactored existing components** for improved performance, accessibility, and visual consistency across modules.
- **Collaborated with UI/UX teams** to translate complex workflows into streamlined, user-friendly interfaces.

## Apple Care – Plan Renewal Module

- **Led the design and implementation** of the Plan Renewal module within the Servify Apple Care ecosystem, delivering a smooth, intuitive renewal process that improved user satisfaction and retention.
- **Optimized API integrations and data flows**, reducing processing time and improving overall system reliability.
- **Coordinated with QA and product teams** to ensure launch readiness and compliance with Apple's design and security guidelines.

## Sales Analytics Dashboard

- **Developed a comprehensive, data-driven sales dashboard** providing real-time insights, performance metrics, and visual analytics for sales and management teams.
- **Built dynamic visualization components** enabling fast, actionable reporting and strategic decision-making.
- **Integrated secure data APIs** and caching systems to ensure consistent uptime and rapid data retrieval.

### UI/UX Designer

StartupEd - New Delhi, Delhi

March 2021 – October 2022

- **Led the end-to-end design and development** of the company's official website using **Figma** for UI/UX design, crafting a user-centric interface with seamless navigation and responsive design.
- **Optimized user journeys** to drive higher engagement, enhance accessibility, and increase conversion rates through thoughtful visual hierarchy and intuitive layout flow.
- **Designed the mobile interface** for the proprietary **Incubation Cloud Platform** in **Figma**, blending modern UI aesthetics with intuitive user flows for a frictionless, multi-device experience.
- **Drove early-stage product design**, converting abstract ideas into detailed wireframes, sketches, and interactive **Figma prototypes** that defined the product direction and enabled rapid iteration.
- **Collaborated cross-functionally** with Product Analysts, Engineers, and executive leadership to

align technical feasibility with business strategy, delivering user-focused design solutions that met strategic goals.

- **Established a unified visual design strategy**, ensuring brand consistency and cohesive interaction patterns across web and mobile platforms.
- **Engineered high-performance mobile app frontends** using **.NET MAUI**, including the *Incubation Metaverse App* and *Property Dealer App*, with a focus on responsive UI, smooth performance, and high user satisfaction.

## **Skills:**

- **MS Office:** Word, PowerPoint, Excel, Forms, SharePoint
- **Business Intelligence & Management:** MS PowerBI, JIRA, Miro
- **Cloud Platforms:** Google Cloud Platform (GCP)
- **Design Tools:** Figma, Adobe XD, Webflow, Adobe Photoshop, Adobe Illustrator, CapCut, Canva, Animaker
- **Analytics & Insights:** Google Analytics (GA4), Hotjar, Heap, Looker
- **GenAI & Creative AI Tools:** Google Vertex AI, Nano, Banana, Google Gemini, Adobe Firefly, MidJourney, ChatGPT, DALL-E, Stable Diffusion, Runway ML, NotebookLM
- **Frontend Technologies:** JavaScript, SASS, Tailwind CSS, HTML, Next.js, TypeScript, React.js, Redux, Bootstrap
- **Backend Technologies:** Node.js, MongoDB, MySQL
- **Content Management Systems:** WordPress, Wix
- **Others:** Tableau, SEO, Docker
- **Tools (Software Testing):** Postman
- **Version Control:** GitHub, GitLab, Bitbucket
- **Programming Language:** C#, Python

## **Education:**

**Bachelor's in Electronics and Communication and Engineering**

West Bengal University of Technology, 2012 - 2016

**CGPA - 7.68**