

# Jeevan Daniel Rajamani

## Senior Web Designer & Developer

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### SKILLS

|                                                   |                                              |
|---------------------------------------------------|----------------------------------------------|
| Product Owner                                     | Stakeholder Engagement                       |
| Design Research                                   | Back-End Development                         |
| Strategic Planning & Data Analysis                | Content Management Systems                   |
| Continuous Learning, Collaboration and Leadership | Web Performance Optimisation and Scalability |
| User Experience (UX) Design                       | Ecommerce Applications                       |
| Scrum and Agile Methodology                       | Analytics and Reporting                      |
| Copywriting                                       | AI-Powered Design & Development Tools        |
| Front-End Frameworks                              | Adobe Suite and most design tools            |

### EXPERIENCE

#### Freelance Web Designer & Developer

2026 – Present

Christchurch

Our daughter arrived in October 2025, so I went freelance to be home for her first year. Since then:

- Contracting for Hail on whatever comes up, from new builds and campaigns like Time Matters 2026 to fixes.
- Building my own products: Sant Chat AI (sant.chat), Timata (timata.co.nz) and Sant Tabs (tabs.onl).

#### Head of Studio – Senior Web Designer & Developer

Nov 2023 – Jan 2026

Hail, Christchurch · hail.to

- Lead end-to-end design and development of websites and web applications, ensuring user-focused interfaces and strong functionality.
- Deliver tailored technical solutions by integrating front-end and back-end logic with scalable architecture to meet client needs.
- Align project milestones with client expectations, ensuring on-time delivery through close collaboration with internal teams.
- Monitor and resolve technical issues during development to keep projects on track.
- Optimise client projects by enhancing workflows, improving UI/UX, and suggesting adjustments to boost engagement.
- Develop integrated web features and applications, balancing aesthetics with responsive design principles.
- Provide strategic consulting, including performance audits, workflow improvements, and conversion optimisation.

- Manage cloud infrastructure, domain configurations, and security protocols to ensure smooth, scalable operations.
- Deliver technical documentation and training to clients, supporting the adoption of new systems and features.
- Build and deploy WordPress solutions, including custom themes, plugins, and SEO strategies tailored to project requirements.
- Analyse business needs and provide technical estimates for new builds and feature enhancements.
- Ensure seamless e-commerce by integrating platforms with payment gateways and inventory systems.

## **Web Developer**

Aug 2019 – Nov 2023

Creative Marketing, Hastings, Hawke's Bay · [creativem.co.nz](http://creativem.co.nz)

- Designing and architecting user interfaces for web applications with a focus on intuitive user experiences.
- Developing and maintaining robust back-end logic and database interactions to ensure seamless functionality of web applications.
- Collaborating closely with design teams and fellow developers to integrate visual and interactive elements into applications.
- Compiling and maintaining comprehensive documentation for all stages of web application development.
- Enhancing website load times through meticulous optimisation.
- Providing accurate estimates for new client requirements, upgrades, and new builds, in consultation with business stakeholders and management.
- Conducting thorough research and generating recommendations tailored to client conversion objectives.
- Addressing time-sensitive challenges with integration, APIs, and security.
- Configuring and fine-tuning cloud-based servers and domain DNS settings for optimal performance.
- Implementing advanced features and functionality for the e-commerce platform.
- Analysing online business performance metrics and proposing actionable strategies for improvement.
- Running email marketing campaigns and digital content marketing initiatives.
- Building social media presence and devising strategies to promote brands through customer-oriented content.

## **Senior Web Developer & Designer**

Nov 2012 – Aug 2019

Magus Digital Media Pvt Ltd, Guntur, Andhra Pradesh

Leading end-to-end development of e-commerce websites and applications. Recruiting and training a team to create compelling online content. Analysing metrics and forecasting trends to enhance platform performance. Developing custom web apps, UI/UX, and WordPress themes. Troubleshooting technical issues, optimising performance, and curating social media content.

**Web Developer**

Dec 2010 – Nov 2012

**Motivations Every Sensation Limited, Burton on Trent, Staffordshire**

Managed company website design and optimisation. Planned future enhancements and managed hosting. Handled B2B digital communication, SEO, and graphic design. Created web content and directed graphic design for marketing, maintaining brand consistency.

**Web Developer**

Dec 2008 – Oct 2010

**Ophelia Technologies Limited, Slough, Berkshire**

Developed supporting code for web apps and sites, implemented security measures, and designed, built and maintained sites. Identified and fixed issues, and improved sites and apps based on feedback and evolving needs.

**Graduate Teaching Assistant**

Jan 2008 – Sep 2008

**London Metropolitan University, London**

Conducted personalised assessments, recommended Master's prep courses, and communicated schedules. Organised small-group classes, taught Adobe tools, assigned projects, and provided continuous support and feedback.

**Web/Graphic Designer**

Jun 2005 – Dec 2007

**Vision Media Communication, London**

Created InDesign templates for magazines and ran design projects from start to finish. Planned and developed a CMS company website with flexible design capabilities.

**Interactive Designer**

Dec 2003 – Jun 2005

**London College of Advanced Studies**

Developed ed-tech programs with Macromedia Director. Managed college branding and design. Worked with developers on the library system's front end, provided creative input for campaigns, and managed the college website.

**EDUCATION**

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|-----------------------------------------------------------------------------------------|------|
| <b>Master's Degree in Design</b> , Media Design School                                  | 2020 |
| <b>Master of Arts, Graphic Design</b> , London Metropolitan University                  | 2008 |
| <b>Master of Business Administration</b> , Northwest University                         | 2006 |
| <b>Postgraduate Diploma in Business Administration, Marketing</b> , City College London | 2005 |