

# Laalas Saake

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## Profile

I specialize in crafting user-centred digital experiences, blending design expertise with front-end development skills. Passionate about innovation and clean code, I aim to contribute to a forward-thinking team in a UI/UX Design or Front-End Development role, delivering functional and impactful solutions. functionality and user satisfaction.

## Skills

- **Coding Languages:** HTML5, CSS3, JavaScript, Python
- **Frameworks:** React Native, Angular JS, Django, Flutter, jQuery, Threejs
- **Tools:** Adobe Creative Suite, Microsoft 360
- **Content Writing:** Technical Documentation, Blog Writing, Data Visualization Content
- **Platforms:** Wordpress, Visual Studio Code, P5JS
- **Soft Skills:** Excellent Communication, Problem-Solving, Adaptability

## Work Experience

### UI/UX Designer Intern | Data Meadows

April 2024- June 2024

Dublin | Internship

- Conducted **user research** and **data analysis** to identify key insights, improving dashboard **usability** by 25%.
- Designed **interactive prototypes**, **wireframes**, and **mockups** for client dashboards, enhancing **user engagement** metrics by 30%.
- Collaborated with cross-functional teams to refine **UI/UX designs** based on **A/B testing** results, increasing client satisfaction scores by 15%.
- Utilized tools like **Figma**, **Adobe XD**, and **Sketch** to create innovative, user-centric designs.

### Web Developer | ADDA Cafe

September 2023 - February 2024

Dublin | Part Time

- Designed and launched a fully responsive **WordPress website**, resulting in a 40% increase in web traffic over three months.
- Integrated **SEO best practices**, improving search engine rankings and driving a 20% boost in organic audience reach.
- Developed customized **e-commerce functionalities** using plugins and APIs, enhancing online order conversions by 25%.
- Optimized **website performance** by improving **page load speed** and implementing **mobile-first design** strategies.
- Proficient in **HTML**, **CSS**, **JavaScript**, and **CMS platforms**, ensuring robust and scalable web solutions.

### Social Media and Content Strategist | Ebani Advertising

January 2022 - September 2022

India | Full Time

- Led the creation of over 50 high-impact **social media campaigns**, increasing client **engagement rates** by 35%.
- Produced multimedia content, including **graphics**, **videos**, and **infographics**, contributing to a 20% rise in client brand visibility.
- Managed **social media calendars** and monitored platform analytics, achieving consistent growth in follower counts by 10% monthly.
- Utilized tools like **Hootsuite**, **Buffer**, and **Canva** for content scheduling and design, ensuring efficient campaign execution.
- Developed strategies for **content marketing**, improving **brand storytelling** and audience retention rates.

## Educational History

### MSc. Interactive Digital Media | GPA: 3.8 (1:1)

February 2023 - July 2024

Griffith College Dublin

Key Modules: *Multimedia Programming, Interactive Digital Media, Business of Digital Media, Web Authoring*

### Bachelor of Science; GPA: 3.9 (1:1)

March 2019 - July 2021

SDHR college, Sri Venkateswara University, India

## Achievements and Certification

### **Meta Front-End Developer Professional Certificate (Coursera)**

**June 2024**

- Gained expertise in developing cross-platform mobile applications for iOS and Android, mastering core components, APIs, and state management using Redux and Context API.

### **Google UX Design Professional Certificate (Coursera)**

**September 2023**

- Comprehensive program covering UX principles, wireframing, and usability testing.

### **HubSpot Content Marketing Certification**

**July 2023**

- Focused on creating engaging content for social media and blogs.