

# Thevaki Balakrishnan

UI/UX Designer | Web & Product Design

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## Professional Summary

User-centred UI/UX Designer with experience designing and building accessible, responsive digital products across web and e-commerce. Background in Digital Journalism with strong strengths in UX research, interaction design, and visual storytelling. Experienced in end-to-end delivery from discovery and usability testing to high-fidelity design and implementation.

## Key Skills

**UX Research :** User Interviews, Personas, User Journeys, Usability Testing, Heuristic Evaluation, Information Architecture

**UI & Interaction Design:** Wireframing, High-Fidelity Prototyping, Responsive Design, Design Systems, Interaction Design

**Tools & Technologies:** Figma, Framer, Adobe XD, Illustrator, Photoshop, Canva, Adobe Express, Basic HTML & CSS

**Accessibility & Standards:** WCAG Compliance, Inclusive Design, Cross-platform Consistency

**Collaboration & Delivery:** Agile/Scrum, Designer-Developer Handoff, Stakeholder Collaboration, UX Writing

## Experience

### **Freelance UI/UX Designer (Independent Practice) | Mar 2025 – Present**

- Designed and built user-centred websites and digital experiences for startups and small businesses.
- Delivered end-to-end UX/UI: discovery, user flows, wireframes, high-fidelity design, and front-end build.
- Independently designed and coded a multi-service design website ([nicheux.com](http://nicheux.com)) showcasing UX, web, and accessibility best practices.
- Conducted usability testing and design iterations aligned with user needs and business goals.
- Collaborated with illustrators, motion designers, and visual specialists on a per-project basis.

### **UI/UX Designer & Consultant – Tamilsonline | Jan 2024 – Mar 2025**

- Led UX audits and usability reviews to improve navigation, information hierarchy, and content clarity.
- Designed responsive, mobile-first layouts and interactive prototypes validated through stakeholder feedback.
- Produced developer-ready design documentation, component guidelines, and handoff assets.

### **UI/UX Designer – Toran (Contract Project) | Oct 2023 – Nov 2023**

- Designed an e-commerce prototype with optimised user flows for product discovery and checkout.
- Created personas, journey maps, and interactive prototypes aligned with commercial goals.
- Worked closely with cross-functional teams to ensure brand and experience consistency.

### **Content Writer & Creator – Galatta Media (Internship) | Mar 2023 – Apr 2023**

- Created audience-focused digital content using storytelling and UX writing principles.
- Improved engagement through clearer content structure, hierarchy, and visual flow.

## Education

### **B.Voc in Digital Journalism – Loyola College, Chennai, India (2020 – 2023)**

Graduated First Class with Distinction | Awarded Best Volunteer for campus outreach initiatives.

## Certifications

[Google UX Design Professional Certificate \(7-Course Series\) – Google Coursera](#)

[Introduction to Front-End Development – Meta](#)

## Additional Information

British citizen.

Interests: Accessibility, UX for Social Impact, Storytelling in Design