

Thevaki Balakrishnan

UI/UX Designer | Print & Marketing Designer

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Professional Summary

Creative and detail-oriented **UI/UX Designer** with a background in **Digital Journalism** and a **Google UX Design Professional Certificate**. Skilled in translating complex ideas into user-centred, accessible digital experiences through research, wireframing, and prototyping. Blends visual creativity, storytelling, and user empathy to craft interfaces that drive engagement and usability. **British citizen with full Right to Work across the UK.**

Key Skills

UX Research & Strategy: User Interviews, Personas, User Flows, Usability Testing, Heuristic Evaluation, Information Architecture

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

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

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

Collaboration & Delivery: Agile/Scrum, Designer to Developer Handoff, Stakeholder Workshops, UX Writing, Client Communication

Experience

Freelance UI/UX Designer – **Self-Employed (Remote)** | Mar 2025 – Present

- Designed user-centred interfaces for start-ups and creative businesses across web and mobile platforms.
- Conducted UX research, usability testing, and design iterations to align business objectives with user needs.
- Developed Figma component libraries and design systems, improving design consistency and developer efficiency.
- Introduced accessibility best practices, ensuring compliance with WCAG standards.

UI/UX Design Consultant – **Tamilsonline** | Jan 2024 – Mar 2025

- Led UX audits and usability reviews, restructuring navigation and information hierarchy for improved engagement.
- Delivered responsive, mobile-first page layouts and prototypes validated through stakeholder feedback.
- Produced developer-ready style guides and component documentation for smooth handoff.

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

- Built an e-commerce prototype with optimized task flows, enhancing checkout and product discovery.
- Designed personas, user journey maps, and interactive prototypes aligned with client goals.
- Collaborated with a cross-functional team to ensure brand alignment and consistency across devices.

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

- Created audience-focused digital content, applying storytelling and communication principles to user experience design.
- Improved engagement metrics through optimized content flow and visual hierarchy.

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

UK citizen by descent, newly settled in the United Kingdom. Able to provide full overseas address history and supporting documentation for employment or background checks. Fully eligible to work and contribute in UK-based roles.

Interests: Accessibility Advocacy · Storytelling · UX for Social Impact