SNEHA BALASUBRAMANIAN

UX DESIGNER | INTERACTION DESIGNER | VISUAL DESIGNER

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snehadesign.space

- Innovative problem solver with expertise in optimizing User Experience through Clear Content, Simple Navigation and Dynamic Design
- Proactive and straight-forward communicator who ensures that everyone is on the same page and aspires towards Design standard Compliance
- Excellent leadership skills: More than 3 years of experience as a Product Design Lead - Managed multiple teams across Geographies
- Experience in various phases of the Design Journey: Conducting Heuristic reviews, Competitive Analysis, User Research, Brainstorming, Concept Design, Interaction Design, Rapid Prototyping, Wire-Framing and Usability Testing
- Worked with different prestigious clients like Xerox, Motorola Solutions, Cisco, Celgene, Cigna, Schlumberger, Munich Re employing various Agile Methodology
- Hands on experience with a wide range of design and Prototyping tools (PC and MAC)
- Enthusiastic on adapting to latest tools and technologies and firm understanding of Responsive and Adaptive Web and Mobile design

SKILLS:	TOOLS:
Information Architecture	Sketch
Creating Personas	Adobe Creative Suite
Interaction Design	InVision
Rapid Prototyping	Figma
UX research methods	CSS3
Wireframing	HTML5
User Centred Design	Balsamiq

PROFESSIONAL SUMMARY

SPECIALIST | EAINFOBIZ | OCT 18 – FEB 19
- Design and implementation of customized Finance Model for a Re-Insurance company in an Agile Environment
- Created numerous Reports, Data models, Information Flow, User Journey Maps, Personas and Survey Forms during different phases of the project
- Designed User-centred Website with strong Emotional appeal and intuitive navigation maximizing User engagement and reflecting powerful Brand identity
- Partnered with developers to translate information architecture, navigation and process flows into beautiful and easy-to-use solutions

TEAM LEAD | ACCENTURE | JUL 14 – OCT 18
- Worked in multiple projects involving complete process from creation of paper prototypes to user testing to usability testing
- Wore multiple hats :
  - ❖ **UX Designer** – created multiple prototypes, design systems, wireframes and style guides
  - ❖ **Researcher** – conducted extensive user interviews
  - ❖ **UI Developer** – designed the user flow, user journey maps and designed the screens for mobile usage and websites with accessibility compliance
- Collaborated with different team sizes ranging from 5 to 48 members

- Worked with product management, engineering and experience design research stakeholders to understand and propose UX designs, evaluate technical feasibility and lead the implementation of the design with rounds of iteration
- Produced wireframes, XHTML code and CSS that contributed to user-centred design efforts for dozens of Web pages and Mobile Apps with accessibility compliance (WCAG levels - A, AA, AAA)

KEY ACHIEVEMENTS:
- Trained and mentored 40 interns and ensured in making them independent key resources within a short span of time
- Involved in a complete Knowledge Management project model – Designed User Experience model for Knowledge Management website
- Created complex screens, Interaction and Visual Design for a Supply Chain Management and Manufacturing Client
- Prepared self-help screens for the end users and received numerous appreciations for simplicity and ease of understanding

DEVELOPER | TECH MAHINDRA | JAN 12 – JUL 14
- Managed team of 12 resources and worked on supporting Customizations and cross training across streams
- Worked on Production support – Directly interacting with Users and Clients
- Created a complete application for construction and infrastructure domain for Balfour Beatty
- Testing - unit testing & integration testing and preparation of unit test cases and result documents
- Involved in code and test case reviews and deployment using various version management tools

KEY ACHIEVEMENTS:
- Played a major key role on migration of data from different databases to a Cisco Global Centralized Instance
- Created around 10 reusable complex extracts to fetch data from various base tables
- Lead the team in Pre and Post Production Support and overseeing the Quality procedures related to the project

VISUAL DESIGNER | TATA CONSULTANCY SERVICES | JUL 08 – DEC 11
- Designed, developed and involved in the complete cycle of concept, product, wireframe creation and implementation of a complex bar code XML reports for printing E-License certificates
- Took up process improvement proposals to the client consequently bringing leverage to the work done
- Updated high and low levels of design changes
- Worked through the entire UCD process using methods like sketching, storyboarding, diagramming, wireframing, and prototyping, and usability testing for screen-based products

KEY ACHIEVEMENTS:
- Role change from a Developer to Designer and directly interacted with client and stakeholders and received many appreciations for simplifying the complex data model
- Have a record of back to back and early promotions due to proactive performance and quality of deliverables

ACADEMICS

Year	Degree	Institute
2014	MBA (Financials)	Sikkim Manipal University
2008	B.E (Electrical & Electronics)	Visveswaraya Technological University