SNEHA BALASUBRAMANIAN

UX DESIGNER |INTERACTION DESIGNER| VISUAL DESIGNER

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LinkedIn | **Portfolio**

- 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 complying design standards
- Excellent leadership skills: more than 3 years of experience as a Product Design Lead managing multiple teams across Geographies
- Experience in working across project life cycle: Conducting heuristic reviews, Competitive analysis, User research, Brainstorming, Concept design, Interaction design, Detailed design, Rapid prototyping and conducting Usability tests using online platforms and other methodology
- 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) and enthusiastic on adapting to latest tools and technologies and firm understanding of Responsive and Adaptive Web and Mobile design

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

PROFESSIONAL SUMMARY

FREELANCE | PRODUCT DESIGNER | FEB 19 – PRESENT
- 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)
- Partnering with developers to translate information architecture, navigation and process flows into beautiful and easy-to-use solutions for productivity apps

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 Websites with strong emotional appeal and intuitive navigation to maximize User engagement and reflect powerful Brand identity

TEAM LEAD | ACCENTURE | JUL 14 – OCT 18
- Worked on 2 Major projects and was involved in the 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 for internal Knowledge Management website
- ❖ **UI Developer** – designed the user flow, user journey maps and designed the screens for mobile usage and Websites with accessibility compliance (AODA, IASR and WCAG)
- Worked with product management, engineering, and experience design research stakeholders to understand and propose UX and usability designs, evaluate technical feasibility and lead the implementation of the design with rounds of iteration
- Collaborated with different team sizes ranging from 5 to 48 members

KEY ACHIEVEMENTS:
- Trained and mentored around 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
- Worked on creation of 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 teams of 10 –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 very 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