

# Karthikeyan Balan

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Senior Creative and Dev Lead | UI UX Engineer

## MERN Stack

13+ years of experience developing and designing with a focus on UX (User Experience) and UI (User Interface). Led and mentored teams of front-end engineers to develop e-commerce applications. Designed and developed custom features for 10+ fortune 500 companies. Improved performance at scale by over 10%. Reduced bugs delivered by 14%. Every owned project delivered on time.

Passionate about writing clean, reusable, and extensible code. Automated site template generation from Photoshop and Sketch design files. Built UI QA testing tools that saved over 100 developer hours per project. Created PoCs for internal and external use. Adept at consistency and working well in a collaborative environment where teamwork and leadership skills are used to improve efficiency.

## TECHNICAL PROFICIENCIES

*Platforms:* Web | Native | iOS | Design | Web Services | MERN STACK

*Tools:* React | Styled Components | TypeScript | Redux | Formik | ExpressJS | NextJS |  
Mobx | Bootstrap | SCSS | CSS | HTML | jQuery | Node.js | GraphQL | Babel |  
Rollup | Webpack

*Design:* Photoshop | Illustrator | Premiere Pro | XD | Sketch

*Systems:* ADM (Atomic Design Methodology) | Other...

## NOTABLE PROJECTS

Contributed to Skava (Infosys) White-label e-commerce Platform (React and Jquery). Worked on, led deliveries, and created demos for clients: Macy's, Toys“R”Us, Adidas, Kohls, Sears, Reliance JIO, Bloomingdales, Kraft (Classico), Kellogg's, Toms, Rou 21, and Bike Bandit.

## PROFESSIONAL EXPERIENCE

2015 – Present                                      Senior Creative Lead                                      Skava (Infosys), Coimbatore

Responsible for designing new features for clients and reviewing design deliveries. Takes the user interaction metrics and makes them actionable. Works with the QA team to prevent UI regressions and ensure deliveries match designs.

2015 – Present                                      Frontend UI Developer                                      Skava (Infosys), Coimbatore

During this time period of 2015 to present., there are two distinct responsibilities. Two jobs in a way. Responsibilities include taking designs and creating reusable core components for platform use, working

closely with the product team to discuss user stories, code review for developer deliveries, and mentoring junior developers.

#### *Key Achievements:*

- Delivered products for Kraft, Estee Lauder, Classico, Bike Bandit, and Rue21.
- Worked to keep projects modern with industry leading technology.
- Ideate and deliver reusable components to reduce time-to-delivery while keeping bugs to a minimum.
- Measured User Interactions and turned them into actionable business metrics.
- Backwards compatibility and optimization to progressively support from IE11 to the latest versions of evergreen browsers.

2013 – 2015  
Coimbatore

#### **Creative Lead**

Skava (Infosys),

Working with team members to automate design testing and code generation. Iterating on products that enabled business users (assigned by customers/clients) to create websites without requiring developer intervention. The name for this product is Studio. A diverse range of features were designed for customers during this time. The development was using a JQuery e-commerce platform development. This platform was continuously evolving in order to stay integrated to the growing internal microservices. With so many systems in place, there were internal tools written using HTML, CSS, Bootstrap, JS ES3, Java Templates, and JSX Script. In summary, creating custom features (design to delivery) and maintaining legacy systems.

#### PAST EXPERIENCE

- 2010 – 2013 • Senior Creative Engineer • Skava (Infosys), Coimbatore.
- 2009 – 2010 • Creative Engineer • Skava (Infosys), Coimbatore.
- 2008 – 2009 • Associate Creative Engineer • Skava (Infosys), Coimbatore.

#### EDUCATION

- CLUSTER MULTIMEDIA DIPLOMA: 2D Animation & Graphic Designer.
- TAMIL NADU OPEN UNIVERSITY: Bachelor of Computer Application (BCA).

#### MYSTACK [CLICK HERE MORE STACKS](#)

DESIGN	PS2020, XD, Sketch,
DEV	VSCode, React Js, JQuery, JS, Node Js, Next Js, Express, Formik
STYLING	CSS, SCSS, Styled Components, Bootstrap

#### Portfolio:

1. <https://balankarthikeyan.now.sh/>
2. <https://bksketchbook.herokuapp.com/>
3. <https://ironmanbkcatalog.herokuapp.com/>
4. <https://ecom-giant.herokuapp.com/>
5. <http://bkarthikeyanbalan.daportfolio.com/gallery/402741>

#### My Repos:

<https://github.com/balankarthikeyan?tab=repositories>

