



Karthikeyan Balan

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Senior Product Designer | UX UI Architect |

Principal UI UX Engineer | MERN Stack | Full

Stack Developer

16+ years of experience in developing and designing with a focus on UX (User Experience) and UI (User Interface). Led and mentored teams of front-end engineers to create e-commerce applications. Designed and implemented custom features for over 10 Fortune 500 companies, improving performance at scale by over 10% and reducing delivered bugs by 14%. Every project I owned was delivered on time.

Passionate about writing clean, reusable, and extensible code and Atomic Methodology level create the reusable NPM Components. 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 | Android | iOS | Design | Web Services | MERN STACK | Native

Tools: React | Styled Components | TypeScript | Redux | Formik | Express JS | Next JS | Redux | Mobx | Bootstrap | SCSS | CSS | HTML | jQuery | Node js | GraphQL | Babel | Rollup | Webpack | NPM | Build system creation | Key-cloak | Leaf JS | React Native IOS and Android | Electron App | Make Sense Image Annotator | Key-cloak | Vercel | VSCode | Play write Testing Automation | Write Own SDK and Plugin | Azure | Bitbucket | FTL | Cloud Platform AWS, Azure | Mongo DB | Docker | Azure DevOPS | Jenkins Console | Lotties JSON | Google Play store Console

Design: Photoshop | Illustrator | Premiere Pro Video Edit | XD | Sketch | Figma

Systems: ADM (Atomic Design Methodology) | NPM Publishing setup | Gemfury Publish

NOTABLE KEY ACHIEVEMENT PROJECTS

Contributing to InfoVision (Digit 7):

Digit Mart:

- Admin Portal Web Application (SAAS, Sub Saas Tenant)
- Customer Mobile Application - Autonomous Virtual Cart with PreAuth Payment and QR Code Payment
- Employee Mobile Application - Autonomous Virtual Cart Inventory Based Setup
- Terminal Tablet Application
- In-Store Kiosk Desktop Application
- Demo People Tracking Application Setups
- OnPremise Integration
- Microservice Platform Setup
- Stripe - Terminal Payment Intergration
- UI Testing Automation Playwright
- Live Demo Virtual Cart
- QR Code Payment Intergration In Store Kiosk Device

Digit Kart:

- Admin Portal Web App (SAAS, Tenant)
- Dynamic Print Out Hardware to Software Integration
- Electron Js Desktop Application POS Terminal Kiosk Desktop Application
- Key-cloak Dynamic ERP Systematic Theme Brand Logo Integration, Multi language support with Arabic LTR and RTL Template modifications
- HeartLand Payment Integration
- Stripe Payment Intergration

Digit Square:

- Admin Portal Web Application (SAAS, Tenant)
- Image Annotation Processing setups (Machine Learning)
- Microservice Platform Setup

Digit Robo:

- Admin Portal Web Application (SAAS, Tenant)
- (Drone Portal and RC Integration) PR Monitoring Tool

7Eleven:

- ERP Systems Enhancement Support to revamp Core Code Lead

PR-Monitoring Tool Search Engine:

- Admin Portal Web Application (SAAS, Tenant)
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Contributed to Skava (Infosys)

- White-Label e-commerce Platform React JS + Next JS + Mobx + Hooks
- White-Label e-commerce Platform jQuery + Free Marker Language + Handle Bars.

Worked on, led deliveries, and created demos for clients: Macy's, Gap, Neiman Marcus, Toys“R”Us, Adidas, Kohls, Sears, Reliance JIO, Bloomingdales, Kraft (Classico), Kellogg's, Toms, Rou 21, and Bike Bandit. Mobile Gaming Design (Hidato, Don't Quote Me, Pass the Popcorn, Spades, Elle Astrology) for Pixel Design and Font Design

PROFESSIONAL EXPERIENCE

March 2022 - 2025 Present
(Digit 7), Coimbatore

Principal (**UXUI**)

Digit7

Responsible for designing and Frontend Architecture (Digit - Mart, Kart, Square, Robo) All UI Based (Web, Desktop App, Mobile and Tablet App, Kiosk Web) Contributed and 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.

March 2021 - 2022 Present
(Digit 7), Coimbatore

Senior Creative Design Architect (**UXUI**)

InfoVision

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.(7eleven, PR Monitoring Tool, Ecom-Verse)

2015 – 2021 March
(Infosys), Coimbatore

Senior Creative Lead

Skava

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 – 2021 March
(Infosys), Coimbatore

Frontend UI Developer

Skava

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

Creative Lead

Skava (Infosys), Coimbatore

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.
- TNOU: Bachelor of Computer Application (BCA).

MYSTACK CLICK HERE MORE STACKS

DESIGN	Photoshop, XD, Sketch, Figma, Animate
DEV	VSCode, JavaScript, React JS, JQuery JS, JS, Node JS, Next JS, Express JS, Formik, Styled Components, React Native, Free Marker FTL, NPM, Handlebars, Webpack, Rollup, SVG, Lottie JSON Animation, 360 Image Intergration SDK
STYLING	CSS, SCSS, Styled Components, Bootstrap, MUI/Material UI Styles

Portfolio:

1. <https://balankarthikeyan.now.sh/>

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

Additional project information & work experience can be found on [🔗 linkedin.com/in/karthikeyan-balan](https://www.linkedin.com/in/karthikeyan-balan)

