

LYDIA BALASINGH

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Senior Front-End | UI/UX | Product Designer

Passionate Leader | Front-End UI/UX Designer/Developer over 15 years of experience along with Visual/Graphic designing skills. Having hands on experience in creating Rapid Prototyping, HTML layout creation and Developing Front-End Frameworks. Good knowledge in CMS tools and the latest UI Frameworks. Strong command over CSS Styling. Provided leadership, direction, and mentorship for different teams.

TOOLS & TECHNOLOGY

- Figma/Adobe XD/Sketch
- AI Tools (Framer/Canva/Designs.ai)
- HTML5/CSS3
- Bootstrap5/Tailwind4
- Adobe CC (Photoshop, Illustrator, InDesign, Animate)
- WordPress6/Drupal10 (Working Knowledge)
- React/Angular (Beginner)

EDUCATION

-> **MCA** from Bharathiar University
(Karunya Institute of Technology)

CERTIFICATE COURSES

- > Web-Centric Computing from **NIIT**
- > Virtual Reality from **UGC**
- > Magic Multimedia from **Bi-Tech**
- > Agile Software Development from **Coursera**
- > AZ900 - Azure Fundamentals from **Microsoft**

WEBSITES/WIREFRAMES

<https://www.atricure.com>
<https://www.actagainstaifib.com>
<https://bit.ly/3Pm6TZr>
<https://bit.ly/3O3QPCK>
<https://shorturl.at/sSBfD>

GET-IN-TOUCH

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Portfolio : haidyLgithub.io

Current Work Experience

Aon Consulting Pvt. Ltd., Bengaluru as **Senior Consultant | Lead UI/UX Designer | Lead UX Reviewer | Product Designer** (31-Oct-2022 to till date)
I am part of Aon's Impact Forecasting's software team. It consists of catastrophe model development and software product development.

- ➔ **Software Model:** Developed a design-to-develop Rapid Prototype using Adobe XD for the whole ELEMENTS software modelling service. Implemented user experience strategies in line with business objectives and expertise in interaction design and information architecture.
- ➔ **Impact Forecasting Toolkit Web Application:** Lead the Risk Mapping Tool as a UI/UX design reviewer for the entire project. Mentor, and inspire a team of experience designers, fostering collaboration, and promoting professional development through coaching and performance management.
- ➔ **Florida Loss Commission (FLC) Team Review:** I prepare and collaborate the UI designs flow prototype for the US Florida Loss Commission team review that happens annually.

Previous Work Experiences

Capgemini Technology Services India Ltd., Bengaluru as **Senior Consultant | Project Lead in Front-End Design** (19-Feb-2018 to 21-Oct-2022)
Find below my roles and responsibilities that I worked in the Capgemini projects:

Various Projects handled within Capgemini

1. Type of Industry: Finance (Microsoft)

Project Description: Recreate an all new UX Design for the existing reporting website. Modernization of Data Visualization in every aspect.

Role/Title: Lead - UX Designer

Project Duration: Apr 2022 – Oct 2022

Responsibilities:

- ➔ Lead the design team, conduct user research, and collaborate with other stakeholders to ensure user-friendly and intuitive designs.
- ➔ Prepare and present rough drafts to internal teams and key stakeholders
- ➔ Develop quick mockups for our development and design team
- ➔ Track usability goals and prepare reports for senior management
- ➔ Coordinate with UI design team

Operating Systems/Software/Languages: Windows, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Graphic Editor)

Special Tools: Wireframing & UI Design (Figma)

2. Type of Industry: Microsoft Azure Technology (Microsoft)

Project Description: Creation of a static Landing Page which promotes different ISVs of the Microsoft Azure Platform Model. The major task is to convert the normal Word Documentations to creative & interactive HTML Pages.

Role/Title: Module Lead, UI/UX Designer, Word expert (HTML/CSS/Word)

Project Duration: Nov 2021 – Oct 2022

Responsibilities:

- ➔ Creation of quick Landing pages for GitHub
- ➔ Worked on Mobile First Bootstrap Layouts for UI Design.
- ➔ Provide support to the customer during UAT and post production support as part of maintenance
- ➔ Handling Wireframes/Prototypes for the proposed UIs.
- ➔ Worked on Images and Icon creation wherever required to customize the Landing page.
- ➔ Worked on CSS Framework (Bootstrap 4/5) and HTML5/CSS3
- ➔ Rapid conversion of Word Document to HTML pages in modern UI format.

Operating Systems/Software Tools: Windows, SharePoint, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Graphic Editor), Wireframing & UI Design (Figma)

3. Type of Industry: Learning & Development

Project Description: Creation of a completely new UI for an existing internal webpage in terms of Learning & Development. This Project gives the End User a completely new look & feel of the functionalities related to the Skills, Learnings & Certifications related to the Employees within the Organization Globally according to their Grades & Roles.

Role/Title: Project Manager | UI/UX Designer (SharePoint Platform - Capgemini)

Project Duration: July 2021 – Nov 2021

Responsibilities: End-to-end Project Management as a Scrum Master. Handled the entire project from start to finish (including the Stakeholders requirements to delivery). Along with the Project deliverables, I have taken up the UI Designer role in the project (Complete UI Layout design of the project).

- ➔ Creating project UI Layout for further SharePoint Development
- ➔ Project Goal setting | Tracking | Timelines
- ➔ Regular Documentation of every single task and updating the same in DevOps tools.
- ➔ Handling project correspondence at all levels
- ➔ Worked on Images and HTML/CSS wherever required to customize the SharePoint Modern Pages.
- ➔ Worked in complete Agile Methodology with multiple sprints.

Operating Systems/Software Tools: Windows, SharePoint, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Editor), Wireframing & UI Design (Figma)

4. Type of Industry: Healthcare (AtriCure)

Project Description: Content management of multiple client websites related to healthcare. Develop and maintain two-three websites related to the client requirements. (WordPress/Drupal)

Role/Title: Module Lead | Front-End Design (Content Management System)

Project Duration: April 2019 – Jun 2021

Responsibilities:

- ➔ Handling an entire Sub-Project (<https://www.actagainstaftib.com>) in CMS (WordPress 5)
- ➔ Creating new UI Design with latest Bootstrapping for (<https://www.atricure.com/>)
- ➔ Delivered 200+ User Stories with 95% On Time Delivery
- ➔ Regular Documentation of every single task and updating the same in DevOps tools
- ➔ Handling end to end projects along with latest CMS tools and Front-End Frameworks
- ➔ Coordinate with the Customer and the Onsite counterpart for requirements, Project Estimation and Delivery
- ➔ Handling project correspondence at all levels
- ➔ Working on Images and Graphics as and when required in the Project accomplishments for each position

Operating Systems/Software Tools: Windows & Mac, WordPress 5, Drupal 8, Bootstrap 4, PHP, MySQL, JavaScript, jQuery, HTML 5, CSS3, Wireframing (Figma, Zeplin, Sketch, Wireframe CC)

5. Type of Industry: Content Management/Document Management (HP)

Project Description: The HP BI Factory held an existing CMS Web content called Confluence for which a new alternative Creative Web layout was proposed.

Phase I: Wire-framing of the newly proposed Layout

Phase II: UI Designing for the approved wire-framing using Bootstrap.

Phase III: Implementation of the UI Design to a new CMS Tool (WordPress)

Role/Title: GUI Designer/HP BI Factory (UI Designing and CMS)

Project Duration: January 2019 – February 2019

Responsibilities:

- ➔ Detailed review on the existing CMS Tool (Confluence).
- ➔ Creating new Wireframes/Prototypes for the proposed UI.
- ➔ Creating Bootstrap Layouts for HP BI Factory UI Design.
- ➔ Implementation of UI Design in CMS (WordPress).
- ➔ Creating various Icons, Flash GIFs for the Graphical presentations.

Operating Systems/Software Tools: Windows 10, Adobe CC, Bootstrap, Wireframe CC, WordPress

6. Type of Industry: FMCG (P&G)

Project Description:

Module I: Automated font conversion process – To convert the User Inputted Fonts to its relevant substituted Font which is available in the Client's Font Server.

Module II: Image Flattening of Multiple Creative – To flatten the layers of the input files (Adobe Illustrator format) to just 2 layers (Text and Background)

Role/Title: Project Lead/Adobe Illustrator-Visualization (Font Scripting & Image Flattening)

Project Duration: February 2018 – June 2018

Responsibilities:

- Worked on Automation of Font Scripting and Image Flattening.
- Reviewing the process of Font Conversion Scripting
- Handling project correspondence at all levels

Operating Systems/Software Tools: Windows 10, Adobe Illustrator CC 2017, Adobe Scripting

Zopsmart Technology Pvt. Ltd., (zopnow) Bengaluru as **Sr. Graphic Designer in Digital Marketing & Design** (06-Oct-2014 to 31-Jul-2017)

Zopsmart was a real leap in my career which enhanced my E-Commerce domain knowledge as a Lead Designer in creating Product Promo Pages, Hoardings and Posters, Website Banners, Mailers, Website layouts, Flex Banners, E-Magazine & Print Magazine, Image Editing, Blogs, Offline Printing, Training Junior Designers in Print/Social Media and Photo Editing. Responsible for handling digital content for Campaigns and Blogs. Setting standards as per the company Branding and Google Ads.

Suksh Technology Pvt. Ltd., Bengaluru as **Sr. Graphic/Web Designer** (15-Jun-2012 to 25-Apr-2014)

Working in E-Commerce Platform was an eye opener to my career. I loved working in this domain. As a Senior Designer, worked on company's e-commerce website, heading the design team in promotions, campaigns, e-mailers, Google Ads. Had hands-on in PowerPoint Presentations, Flash Ads & Website Layout designs.

Kairos Multimedia Pvt. Ltd., New Delhi as **Head-Web Designing** (01-Apr-2011 to 31-Mar-2012)

Managed a team of Web Designers in various overseas Web Projects at various levels. Took overall ownership of end-end collaboration with multiple Clients in designing Websites, including (Data collection, Website Review, PowerPoint/Flash presentations and feedbacks).

The Good Samaritans (NGO), New Delhi as **SW Programmer/HR Assistant** (29-Nov-2004 to 29-Apr-2006)

Started my career as a Software Programmer in an NGO, gaining lots of experience. Developed a Software Program for Employee Registration and HR Management. Also assisted with the HR Functionalities in the organization. It was a dual role. (Developing Software + HR Management).

KEY SKILLS

Technical: HTML 5, CSS3, Bootstrap 4/5, WordPress 6, Drupal 10, SharePoint (Modern Pages), Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Animate, XD), Figma, Sketch, Zeplin, Wireframe CC, JavaScript & jQuery (working knowledge), React & Angular (Beginner)

Functional: UI/UX Designing, Wireframes, Responsive Webpage layouts using HTML5/CSS3, CMS Theming, HTML/CSS E-mailer & Web templates, Posters, Hoardings, Banners, Blogs, Logos/Branding, Offline Printing & Flash Ads, Adobe Illustrator Scripting & Automation,

Operational: Project Management, Module Lead, Team Building, Team Leader, Design Review, Customer Relationship, Design/Development, Documentation, Excellent communication and interpretation skills, Azure DevOps, CI/CD, GIT, Agile Methodology. Managing deliverable end to end, along with leading the project by reviewing and testing at all levels.

FEATURED IN

- Professional experience working on commercial software products
 - Proficient in rapid web markups HTML5/CSS3, including CSS3 with latest Bootstrap Framework
 - Perusing knowledge in latest React JS (Redux)
 - Good understanding of server-side CSS pre-processing platform (SASS)
 - Actively handled Blogs, social media Pages, HTML Mailer Templates
 - Heading E-Magazines/Offline Printing, Posters
 - Good understanding of SEO principles
 - Conversion of the Word Documentations to creative & interactive HTML Pages
 - Experience in handling Social Media Campaigns
 - Good Knowledge of color rendering
 - Building reusable code and libraries for future use
 - Worked on project executed on Agile Methodology
 - Proficient understanding of code versioning tools, (Git, Azure DevOps)
 - Collaborate with other teams and stakeholders
 - Charismatic leadership in building/mentoring teams
 - Effective oral and written communication skills
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