LYDIA BALASINGH

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Front-End Developer/Visual Designer

PROFILE SUMMARY

Close to 12 years of experience in Front-End/UI Design & Development along with Visual/Graphic Designing Skills. I have working experience in creating Rapid Prototyping/HTML layouts using Figma/Sketch/Bootstrap/WordPress. Having excellent collaboration with other team members & stakeholders, I have worked with multiple clients across different domains.

TOOLS & TECHNOLOGY

- HTML5/CSS3
- Bootstrap4/5
- WordPress5/Drupal8
- Adobe CC (Photoshop, Illustrator, InDesign, Animate)
- Pixelmator/AutoDesk Graphic
- Sketch/Figma/Adobe XD

GET-IN-TOUCH

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LinkedIn : lydia-balasingh
Portfolio : haidyl.github.io

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
-> Microsoft Certified: Azure Fundamentals

WEBSITES/WIREFRAMES

https://www.atricure.com
https://azurehpc-certification.github.io
https://www.actagainstafib.com
http://www.csidivyashanthichurch.neth
https://bit.ly/3R9XgPz
https://bit.ly/3Pm6TZr
https://bit.ly/3o44h6Q
https://bit.ly/3O3OPCk

WORK EXPERIENCE

Capgemini Technology Services India Ltd., Bengaluru as **Senior Consultant** | **Project Lead in Front-End Design** (19-Feb-2018 to **till date**)
Currently working for Microsoft Client. Also find below my roles and responsibilities in the current project:

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 – Till Date
Responsibilities:
- ➔ Working with the customer end-end from initial requirements
- ➔ Conduct competitive analyses of other websites that operate in the same space
- ➔ 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 – Till Date
Responsibilities:
- ➔ Creation of quick Landing pages for GitHub
- ➔ Worked on Mobile Frist 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 / Languages: Windows, SharePoint, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Graphic Editor)
Special Tools: 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 / Languages: Windows, SharePoint, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Editor)
Special Tools: 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 / Frond-End Design (Content Management System)
Project Duration: April 2019 – Jun 2021
Responsibilities:
➔ Handling an entire Sub-Project (https://www.actagainstafib.com) in CMS (WordPress 5)
➔ Working on a major Module Contact Us page with (Gravity Forms)
➔ 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
➔ Working in Agile Methodology
➔ 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 / Languages: Windows & Mac, WordPress 5, Drupal 8, Bootstrap 4, PHP, MySQL, Javascript, jQuery, HTML 5, CSS3
Special Tools: 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.
➔ Creating PowerPoint slides for the project presentations all through the course of the project.
Operating Systems / Software / Languages: Windows 10, Adobe CC, Bootstrap
Special Tools: 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
➔ Team Co-ordination

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

Other Work Experiences

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

Suksh Technology Pvt., Ltd., Bengaluru as *Sr. Graphic/Web Designer* (15-Jun-2012 to 25-Apr-2014)
Working in E-Commerce Platform was a new eye opener to my career. (Handling Websites, E-Mailers, Google Ads, Promotions, 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. Handled End-End Project Management including (Data collection, PowerPoint/Flash presentations and reviews.)

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. It was a dual role. (Developing Software + HR Management)

KEY SKILLS

Functional: UI/UX Designing, Wireframes, Responsive Webpage layouts using HTML5/CSS3, WordPress 5 / Drupal 8 Theming, HTML/CSS e-mailer & web templates, Posters, Hoardings, Banners, Blogs, Logos/Branding, Offline Printing & Flash Ads, Adobe Illustrator Scripting & Automation, Module Lead, Team Building, Team Leader, Customer Relationship, Design/Development, Documentation, Excellent communication and interpretation skills, Azure DevOps, GIT, Agile Methodology. Managing deliverable end to end, along with leading the project by reviewing and testing at all levels.

Technical: HTML 5, CSS3, Bootstrap 4/5, WordPress 5, Drupal 8, SharePoint (Modern Pages), Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Animate. XD), Figma, Zeplin, Wireframe CC, JavaScript & jQuery (basic knowledge)

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
➔ 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 team members and stakeholders
➔ Experience in build/lead teams
➔ Effective oral and written communication skills