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.actagainstafib.com
https://www.rhemacommunications.com
https://www.comeministries.in
https://bit.ly/3Pm6TZr
https://bit.ly/3O3OPCk
https://shorturl.at/sSBfD

GET-IN-TOUCH

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Portfolio : haidyl.github.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 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 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 | 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)
➔ 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
- ➔ Knowledge of accessibility (WCAG), responsive design, and IA

- ➔ 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