

LYDIA BALASINGH

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Senior Front-End | UI/UX | Product Designer | Agile Project Management

Passionate Lead 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. Experience in Agile Management to steer the project and team with leadership and overseeing the project lifecycle for different teams.

TOOLS & TECHNOLOGY

- Figma/Adobe XD/Sketch
- HTML5/CSS3
- Bootstrap5/Tailwind4
- Adobe CC (Photoshop, Illustrator, InDesign, Animate)
- WordPress6/Drupal10 (Professional Knowledge)
- Agile Management (Scrum/Kaban)
- 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.rhemacomunications.com>
<https://www.comeministries.in>
<https://bit.ly/3Pm6Tzr>

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 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.actagainstfib.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

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| <ul style="list-style-type: none"> ➔ Professional experience working on commercial software products with the goal of generating revenue and retaining customers ➔ Proficient in rapid web markups HTML5/CSS3, including CSS3 with latest Bootstrap Framework ➔ Utilizing 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 | <ul style="list-style-type: none"> ➔ Agile Management fostering multiple projects ➔ 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 ➔ 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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