

Karan Balaji

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Career Summary

- I have an **AWS Certification**, **GitHub** and **Frontend** knowledge so I have the technical means of **identifying and documenting** issues as well as designing the touchpoint experience of the user with Prototyping tools like Adobe XD and Invision Studio.
- I have A2 **knowledge of French**. Intermediate in writing and reading
- SCRUM master experience.

Technical Skills

Programming Languages: JavaScript, Python, HTML, CSS, Shell, Bash.

Cloud Hosting: AWS, GCP

SCM: Git

Documentation: GitHub, Draw.io, Word, Excel, PowerPoint

Personal Projects

[Portfolio](#) - React.js, Gatsby.js, AWS S3, AWS CloudFront.

[Operationunplugged](#) - React.js, Chart.js (Visualization), Css 3, GIT.

[Columbia Zoo Problem](#) -HTML5, CSS3 Bootstrap 3

[College students](#) - React.js, Css3, Material UI

[Cultural Experience](#) - React.js, Css3, Material UI

Work Experience

Product Manager

Jan 2020

ExamPro.co - Toronto, Canada

- Product - User-Centric Virtual Workshops
- Product - Humanized Bot targeted at 4 different Personas

Product Manager intern

Jun - Aug 2019

ExamPro.co - Toronto, Canada

- Implemented and optimized the user experience with **digital ethnography on the HotJar Analytical tool** that captured over 100 UX issues which were documented on GitHub.
- Identified product problems through research and made **personas** through interviews, surveys and ethnography to create a **personalized user experience**
- Developed executable **Marketing Plans** with KPI's, Goals, Milestones for various digital channels like LinkedIn, Instagram, Reddit, Medium, Dev.to, and Meetup.com.

- Built re-usable **design systems** on Adobe XD that improved prototyping speed between the designers and developers. Designed **re-usable components** based on **React Material UI** on Adobe XD which improved development speed **with user-centric UI**.
- Designed the **marketing site intern page** and reported over 10 UX issues on GitHub
- Brand Influencer on Instagram and organized tech talk on **meetup.com** where we developed the **AWS community** who constantly **gave ideas and feedbacks** about the **learning experience**.
- Added tracking code using **Google Tag Manager** and **Google Analytics** for landing pages.
- Optimized SEO for marketing page using **google keywords planner** and ran **google ads** campaign.
- SCRUM master where I conducted weekly meetings that were documented.

Interaction Designer Intern

Jun - Jul 2019

ExamPro.co - Toronto, Canada

Adobe XD interactive prototype, Material UI components design systems, etc.

User Research Intern

May – Jun 2019

ExamPro.co - Toronto, Canada

Persona research, Ethnography research, User Journey on Draw.io, Information Architect, etc.

Web Designer and Developer

May – Dec 2017

Signovahealthcare.com - Toronto, Canada

- **Business Scenario:** Company had purchased a windows server on GoDaddy that needed to run a CMS on a low-cost plan which made the CMS application load slowly.
- **Solution:** Run a static website on the main domain so users can load the website faster and then the application on a subdomain when they decided to move forward to access the e-commerce site.
- **Framework:** Html5, Css3, Bootstrap 3, Wordpress + Woocommerce

Education

SEPTEMBER 2018 - AUGUST 2019

INTERACTIVE MEDIA MANAGEMENT, CENTENNIAL COLLEGE - TORONTO, CANADA

JANUARY 2018 - SEPTEMBER 2019

MARKETING MANAGEMENT, CENTENNIAL COLLEGE - TORONTO, CANADA

JUNE 2014 - JULY 2017

BACHELORS OF COMMERCE, LOYOLA COLLEGE - CHENNAI, INDIA

Certifications

AWS Certified Cloud Practitioner	2019
Microsoft Enterprise Security Fundamentals	2019
Advanced Google Analytics <u>Certification</u>	2019
Google AdWords <u>Fundamentals</u> & <u>Mobile</u>	2019
Data Science: R Basics Harvard <u>Certification</u>	2019
Python for research Harvard <u>Certification</u>	2019
MIT Entrepreneurship <u>Certification</u>	2019

Volunteer

Toronto Solution Architect user group (Meetup.com)

Event Organizer

- Documented and conducted all tech talks on various social media.
- **Delivered a tech talk** on [4 ways of architecting A/B Testing](#) on the AWS Cloud.

LinkedIn (User Centric Blogs hits)

- **Empathy Design:** https://www.linkedin.com/posts/karanbalaji_amazon-chime-online-meetings-and-video-activity-6642208248621596672-YZG1
- **UX Journey:** https://www.linkedin.com/posts/karanbalaji_ux-aws-toronto-activity-6642827849793368064-eGs
- **Empathy Design:** https://www.linkedin.com/posts/karanbalaji_ux-business-toronto-activity-6637328913276239872-sQn0