

# Lakshraj Bachasingh

lakshrajb@gmail.com  
+230 59490440  
Cremation Road, Camp Thorel

4+ years experienced Designer with track record in website redesigns, app revamps, improved usability and user research for increased customer satisfaction.

## Experience

### UI/UX Designer **Mauritius Telecom**

Port-Louis, Mauritius  
Jan 2021 - Present

As a UI/UX Designer, I effectively conducted user research to guide design decisions, managed design systems to ensure brand consistency and collaborated closely with various teams to define requirements and deliver innovative solutions. I also led a team of two junior designers, fostering their professional growth. Also, I collaborated with cross-functional teams, including engineers and product managers, to define requirements and deliver innovative solutions.

#### Projects worked on:

##### **Telecom App - UI/UX Lead**

Responsible for leading the end-to-end design process for Telecom app. Showcases expertise in developing seamless and user-focused designs, highlighting a distinct capability to assume ownership and propel design excellence autonomously.

##### **my.t money App - UI/UX Lead**

Contributed to the development of my.T money, a user-friendly and secure mobile financial services app. Designed intuitive navigation, clear transaction flows, and optimized performance. Ensured compliance with regulations and integrated features like money transfers, bill payments, account management, and personalized financial insights.

##### **CJSOI Website 2022 - Front-End Lead**

I designed and developed the front-end interface for the CJSOI 2022 website, utilizing HTML5, CSS3, and JavaScript. I optimized performance, ensured cross-browser compatibility, and collaborated with the back-end team for seamless integration, providing a smooth user experience.

##### **Internal and External Application- UI/UX**

Developed UI/UX for internal and external mobile apps and websites, ensuring intuitive navigation, responsive design, and seamless user experience. Conducted user research, implemented wireframes, and incorporated iterative feedback. Created engaging features, optimized performance, and adhered to brand guidelines. Continuously monitored user feedback to drive improvements.

##### **Dashboard and Reporting**

Skilled in crafting user-friendly dashboard and reporting interfaces. Translates complex data into visually engaging designs, fostering informed decision-making. Innovates for enhanced usability and a superior user experience.

**Graphic & Web Designer  
Leal Communications  
& Informatics**

Port-Louis, Mauritius  
Jul 2019 - Nov 2020

Collaborated closely with clients to conceptualise and execute creative design solutions for both web and print projects, while also developing and implementing responsive website layouts to ensure seamless user experiences across diverse devices. Contributed to a 15% increase in brand awareness by developing and implementing the company's e-commerce website during the covid period.

**Project worked on:**

**ishop.mu**

During the COVID-19 pandemic, I led an e-commerce website project using WordPress and WooCommerce. The project resulted in increased sales and improved online presence for the business.

**Freelance  
Rogers Group**

Port-Louis, Mauritius  
Nov 2017 - Feb 2018

Played a key role in crafting impactful designs for marketing and internal communications across social media, print, and digital advertising. Led a successful website redesign, enhancing both user interface and overall user experience.

**Education**

**Curtin University**

BA Graphic Design Creative Advertising and Digital Design (71%- First class)  
Jul 2016 - Dec 2019

**Charles Telfair Institute**

Design Course  
Feb 2019 - June 2020

**Higher School Certificate**

Feb 2015 - June 2018

**Licenses**

**Figma Academy**

Certified UX/UI Designer by Figma Academy

**Skills**

**UI/UX**

Figma  
Sketch  
Adobe Packs

**JSON animation**

After Effects  
Rive  
Lottie

**Programming**

HTML & CSS  
Flutter  
React

**Wireframing**

Balsamiq  
Sketch  
Flowmap

