

Lakshraj Bachasingh

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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



View portfolio

Skills

	UI/UX	JSON animation	Programming	Wireframing
	Figma	After Effects	HTML & CSS	Balsamiq
	Sketch	Rive	Flutter	Sketch
	Adobe Packs	Lottie	React	Flowmap