**BALU MAHENDRAN | User Experience Designer**

91 9632340066 • [balusdesign@gmail.com](mailto:balusdesign@gmail.com)

**Portfolio** <http://c.prevue.it/MR>

# Key strength

* 10 years of experience professional experience in User Interaction designer & User Experience design visual Design
* Experience using user-centered design techniques, and creating high-quality deliverables that communicate the intended user experience.
* Contributed to all levels of the user experience and in all phases of the product development lifecycle, from defining a product’s overall architecture and structure, to iterating, specifying, and polishing the interaction details for specific features
* Attention to detail and a desire to create rich user experiences for products and services of all types

# skills

* User- Centered Design
* Interaction Design
* Persona creation
* Responsive Design
* UI Design
* Interactive Prototyping
* Wire framing
* Adobe Creative suit( Photoshop, In Design, Illustrator, Dreamweaver)
* Balsamiq, Axure
* HTML5 , CSS3

# Professional experience

**UX Designer (Freelancer)**

**Jan, 2014 – till date**

* Focused on the design of the web application user interface for the commercial website.
* Responsible for designing and building the user interface for ecommerce site

**UX Designer**

**PayPal (Computer Science Corporation) Chennai.**

**Sep, 2010 –Oct, 2013**

* Collaborated with product managers, engineers, and directors across several departments to define strategy, site architecture and navigation, map out user flow and experience, and define high level interaction
* Produced sketches, storyboards, wire frames, diagrams, mockups, prototypes, and high-fidelity visuals to specify designs. Guided
* external vendors on development of visual design and icons
* Created visual design by research, Business requirements and Technical Specifications
* Active participation in integrating Maestro Card at PayPal
* Interacted Partnering with the internal brand team and implementing Visual design elements
* Reviewing and maintaining the design documents
* Designed visuals and interaction for PayPal Mobile Application.
* Worked closely with development team to determine priorities and feasibility of implementations
* Produced visual design comps & Production assets
* Created mood boards

**Digiprotech, Bangalore**

**UI Designer   
September, 2006 – May, 2010**

* Designed UI for web based products Scale as an individual contributor
* Built Product prototype, Storyboarding ( mock-up), sitemap, wireframes, Task flows and functional specifications
* Designed web based solutions for Clients using user-friendly Drupal based web solutions
* Recreated Company’s Identity and web site
* Designed the end to end experience for an Education based product Jiva career information: which helped student a lot.

**Digimaker, Bangalore**

**UI Designer   
March – September, 2006**

* Developed User Interface & Visual Design for Intranet sites

**Interweb I Tech India Private Limited, Coimbatore**

**Web Designer**

**September, 2003 – February, 2006**

* Designed and developed targeted consumer websites
* Developed Photo galleries , Presentation and other web applications using Flash
* Created company’s Identity and web site
* Designed client Presentations and marketing materials

Education

* **Sankara Insitute of Technology**

Diploma in Electronics and communication Engineering - 2000

* **Nims Education India Private Ltd**

Professional Web Designer - 2003

* **Annamali University**

Bachelor of Science in Visual Communication - 2010

* **Madras University**

Master of Science in Psychology (Pursuing)