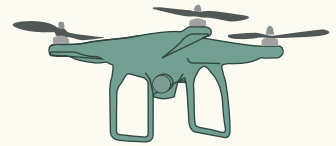# BALAMURUGAN

UX DESIGN | USER RESEARCH | USER TESTING

WHAT I DO

- User discussion, empathy mapping and Identifying the user journey.
- User observation at workplace, identifying roles, creating persona, User task and scenarios Analysing etc
- Focus Group meeting, Identifying CSF and Business Goals Heuristic Evaluation, User Analytics Tracking, Goals setting for improvements,
- SOS Analysis, User Feedback management etc
- Rapid prototyping, Sketching scenario strips and Wireframe creation
- Desinging Hi-Fi mockups, Interactive Prototyping for testing and Motion design
- Conducting design sprint, co-ordinating dev team and auditing creative QA
- Usability testing, Unmoderated remote testing, Information Architecture
- Building design system, creating reusable Pattern library etc

Hi, I'm Bala from Madurai. Being from a temple city of India I got naturally attracted to Design and Art. I started my carrier 8 Years ago, as a print designer in a small magazine company. With lot of hard work and good guidance I was able to become a UX Designer now, which I always wanted to be. I got my HFI certification on CUA 3 years ago and have worked with various design projects from top tech giants.

TOOLS I USE

| Sketch | Adobe XD | Axure | Figma | Principle | Ilustrator |

Other tools: Photoshop, Zeplin, Invision, Balsamiq, After Effects, Fullstory etc

● design   ● prototype   ● Interaction

WORK EXPERIENCE

2016 - Present
UX Designer
@JUNIPER

JUNIPER NETWORKS

*UX Design &
User Research*

2014 - 2016
SR Designer
@CopalAmba

MOODY'S

*UI Design &
Communication*

2014 - 2013
Consultant
@KPMG

KPMG

*UI Design &
Branding*

2010 - 2013
GD @Wipro

wipro

*eLearning &
UI Design*

earlier: iLogy Healthcares, Magazine Designer 2009 - 2010

CERTIFICATE

2015: CUA - Human Factor International
2013: HCI - UC San Diego (Online)
2007: Diploma in Graphic design

EDUCATION

2008 - **M.Sc. Biotechnology,**
The Oxford College of Science, B'lore
2006 - **B.Sc. Microbiology,**
Thiagarajar College of Science, Madurai

KNOW MORE

Currently Living
Bangalore, India

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http://balamurugan.info

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