BALUMAHENDRA
RAJASEKARAN

Sr. UX/UI Interaction Designer

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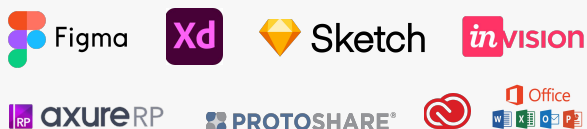▭ www.balum-designs.com

🏠 Cumming, GA - USA

ABOUT ME

17+ years' professional User Experience Designer adept in researching, forecasting, identifying and incorporating customer needs into User-Centered design approach for Web and Mobile-Native apps for (Android/IOS) devices. Worked in fast-paced environments and managed UX for multiple projects.

Extremely Proficient in all steps of a UX life cycles and responsible for all stages of the user interface design process from Discovery to Delivery.

KEY SKILLS

Understanding Users	User Research/Interviews	
User Personas	User Journey Map	Work Flow
Do-Go Mapping	User Story Board	
Product Thinking	Design Brainstorms/Sketches	
High-fidelity Wireframes	Clickable Prototypes	
Usability Testing	Web Responsive/Mobile-Native	
Interaction Design	Visual Design	Site Map
Accessibility	Design Principles & Standards	
Component Library	Iconography	Typography

TOOLS USED

Figma · XD · Sketch · inVISION · axure RP · PROTOSHARE · Office

ROLES AND RESPONSIBILITIES

Expert in Agile methodology UX Delivery. Translate business goals into effective digital experiences that help customers needs. Understand user problems and solve them with simple, industry-leading User Interface design solutions.

Understanding User: Interacting with Users, Business & Stakeholders to conduct strategic and tactical user-research studies that includes in-depth interviews, empathy maps, user personas/journey-maps/stories through design workshops.

Define & Ideate: Define problem statements, conduct competitive audit, generate ideas, explore design thinking & brainstorm concepts, story boards, incorporated information architecture principles, site maps & user work flow.

Interaction Design: Create high-fidelity wire-frames & clickable prototypes for various breakpoints such as Mobile/Tablet/Desktop and intuitive visual experience by defining branding, typography, iconography & component libraries.

Usability Testing: Conduct Usability studies with real users to identify where they encounter problems, experience confusion, usability difficulties and reiterate the design based on user's feedback.

Domain Knowledge: Travel & Hospitality | Banking & Financing | Tele-Communications | Health Insurance | Transport & Communications | Information, Media & Entertainment | Life Sciences

WORK EXPERIENCE

COGNIZANT TECHNOLOGY SOLUTIONS — 10+ years ongoing

- JPMorgan Chase	ATL-GA	Sr. UX Interaction Designer	Nov'20 - Present
- Cognizant Life Science	ATL-GA	UX Design Lead	May'20 - Nov'20
- Delta Airlines	ATL-GA	Sr. UX/UI Mobile Designer	Apr'18 - Apr'20
- Ditech Financial	PHL-PA	Sr. UX Design Consultant	Nov'17 - Apr'18
- Verizon Business	COS-CO	UX Design Lead	Apr'17 - Nov'17
- Aetna Insurance	ATL-GA	Sr. UX/UI Designer	Sep'16 - Apr'17
- Delta Airlines	ATL-GA	Sr. UX Interaction Designer	Feb'15 - Sep'16
- Enterprise Holding	STL-MO	Sr. Arichitect Designer	Aug'14 - Feb'15
- BCBS of Minnesota	MSP-MN	Sr. UX Design Consultant	Apr'14 - Aug'14
- Walt Disney World	ORL-FL	Sr. UX Interaction Designer	Jan'14 - Apr'14

TATA CONSULTANCY SERVICES — 3 years 4 months

- Santander Consumer	DAL-TX	Lead UX/UI Designer	Feb'11 - Jan'14
- Bank of America	CLT-NC	Sr. UI Designer	Sep'10 - Feb'11

PREMEDIA GLOBAL P LTD — 10 months

- Pearson Education	INDIA	Sr. Art Specialist	Nov'09 - Sep'10

BINARY SEMANTICS LIMITED — 1 year 1 month

- Educ Expert INC.	INDIA	Sr. Graphic Designer	Oct'08 - Nov'09

PREMEDIA GLOBAL P LTD — 1 year 11 months

- Addison Wesley	INDIA	Art Specialist	Dec'06 - Oct'08

EDUCATION/CERTIFICATION

Master of Computer Applications (MCA)
University of Madras - India

Bachelor of Computer Science (B.Sc)
Bharathidasan University - India

Google UX Design Certificate — Certificate of Completion