

# LYDIA BALASINGH

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## Front-End/Visual Designer

### PROFILE SUMMARY

Close to 12 years of experience in Front-End/UI Design & Development along with Visual/Graphic Designing Skills. I have working experience in creating Rapid Prototyping/HTML layouts using Figma/Sketch/Bootstrap/WordPress. Having excellent collaboration with other team members & stakeholders, I have worked with multiple clients across different domains.

### TOOLS & TECHNOLOGY

- HTML5/CSS3
- Bootstrap4/5
- WordPress5/Drupal8
- Adobe CC (Photoshop, Illustrator, InDesign, Animate)
- Pixelmator/AutoDesk Graphic
- Sketch/Figma/Adobe XD

### GET-IN-TOUCH

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**Email** : [lydibsingh@gmail.com](mailto:lydibsingh@gmail.com)  
**LinkedIn** : [lydia-balasingh](https://www.linkedin.com/in/lydia-balasingh)  
**Portfolio** : [haidyl.github.io](https://github.com/haidyl)

### EDUCATION

-> **MCA** from Bharathiar University  
(Karunya Institute of Technology)

### CERTIFICATE COURSES

- > Web-Centric Computing from NIIT
- > Virtual Reality from UGC
- > Magic Multimedia from Bi-Tech
- > Agile Software Development from Coursera
- > Microsoft Certified: Azure Fundamentals

### WEBSITES/WIREFRAMES

<https://www.atricure.com>  
<https://azurehpc-certification.github.io>  
<https://www.actagainstafib.com>  
<http://www.csdivyashanthichurch.net>  
<https://bit.ly/3RqXgPz>  
<https://bit.ly/3Pm6TZr>  
<https://bit.ly/3o44h6Q>  
<https://bit.ly/3O3OPCk>

## WORK EXPERIENCE

**Capgemini Technology Services India Ltd., Bengaluru** as **Senior Consultant | Project Lead in Front-End Design** (19-Feb-2018 to **till date**)  
Currently working for Microsoft Client. Find below my roles and responsibilities in the current/previous Capgemini projects:

### Various Projects handled within Capgemini

**1. Type of Industry:** Finance (Microsoft)

**Project Description:** Recreate an all new UX Design for the existing reporting website. Modernization of Data Visualization in every aspect.

**Role/Title:** Lead - UX Designer

**Project Duration:** Apr 2022 – Till Date

**Responsibilities:**

- ➔ Working with the customer end-end from initial requirements
- ➔ Conduct competitive analyses of other websites that operate in the same space
- ➔ Prepare and present rough drafts to internal teams and key stakeholders
- ➔ Develop quick mockups for our development and design team
- ➔ Track usability goals and prepare reports for senior management
- ➔ Coordinate with UI design team

**Operating Systems/ Software / Languages:** Windows, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Graphic Editor)

**Special Tools:** Wireframing & UI Design (Figma)

**2. Type of Industry:** Microsoft Azure Technology (Microsoft)

**Project Description:** Creation of a static Landing Page which promotes different ISVs of the Microsoft Azure Platform Model. The major task is to convert the normal Word Documentations to creative & interactive HTML Pages.

**Role/Title:** Module Lead, UI/UX Designer, Word expert (HTML/CSS/Word)

**Project Duration:** Nov 2021 – Till Date

**Responsibilities:**

- ➔ Creation of quick Landing pages for GitHub
- ➔ Worked on Mobile First Bootstrap Layouts for UI Design.
- ➔ Provide support to the customer during UAT and post production support as part of maintenance
- ➔ Handling Wireframes/Prototypes for the proposed UIs.
- ➔ Worked on Images and Icon creation wherever required to customize the Landing page.
- ➔ Worked on CSS Framework (Bootstrap 4/5) and HTML5 /CSS3
- ➔ Rapid conversion of Word Document to HTML pages in modern UI format.

**Operating Systems/ Software / Languages:** Windows, SharePoint, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Graphic Editor)

**Special Tools:** Wireframing & UI Design (Figma)

**3. Type of Industry:** Learning & Development

**Project Description:** Creation of a completely new UI for an existing internal webpage in terms of Learning & Development. This Project gives the End User a completely new look & feel of the functionalities related to the Skills, Learnings & Certifications related to the Employees within the Organization Globally according to their Grades & Roles.

**Role/Title:** Project Manager / UI/UX Designer (SharePoint Platform - Capgemini)

**Project Duration:** July 2021 – Nov 2021

**Responsibilities:** End-to-end Project Management as a Scrum Master. Handled the entire project from start to finish (including the Stakeholders requirements to delivery). Along with the Project deliverables, I have taken up the UI Designer role in the project (Complete UI Layout design of the project).

- ➔ Creating project UI Layout for further SharePoint Development
- ➔ Project Goal setting | Tracking | Timelines
- ➔ Regular Documentation of every single task and updating the same in DevOps tools.
- ➔ Handling project correspondence at all levels
- ➔ Worked on Images and HTML/CSS wherever required to customize the SharePoint Modern Pages.
- ➔ Worked in complete Agile Methodology with multiple sprints.

**Operating Systems/ Software / Languages:** Windows, SharePoint, HTML 5, CSS3, Adobe Illustrator, Adobe Photoshop, Pixlr (Online Editor)

**Special Tools:** Wireframing & UI Design (Figma)

#### 4. Type of Industry: Healthcare (AtriCure)

**Project Description:** Content management of multiple client websites related to Healthcare. Develop and maintain two-three websites related to the client requirements. (WordPress/Drupal)

**Role/Title:** Module Lead / Front-End Design (Content Management System)

**Project Duration:** April 2019 – Jun 2021

**Responsibilities:**

- ➔ Handling an entire Sub-Project (<https://www.actagainstaib.com>) in CMS (WordPress 5)
- ➔ Working on a major Module Contact Us page with (Gravity Forms)
- ➔ Creating new UI Design with latest Bootstrapping for (<https://www.atricure.com/>)
- ➔ Delivered 200+ User Stories with 95% On Time Delivery
- ➔ Regular Documentation of every single task and updating the same in DevOps tools
- ➔ Handling end to end projects along with latest CMS tools and Front-End Frameworks
- ➔ Coordinate with the Customer and the Onsite counterpart for requirements, Project Estimation and Delivery
- ➔ Working in Agile Methodology
- ➔ Handling project correspondence at all levels
- ➔ Working on Images and Graphics as and when required in the Project accomplishments for each position

**Operating Systems / Software / Languages:** Windows & Mac, WordPress 5, Drupal 8, Bootstrap 4, PHP, MySQL, JavaScript, jQuery, HTML 5, CSS3

**Special Tools:** Wireframing (Figma, Zeplin, Sketch, Wireframe CC)

#### 5. Type of Industry: Content Management / Document Management (HP)

**Project Description:** The HP BI Factory held an existing CMS Web content called Confluence for which a new alternative Creative Web layout was proposed.

**Phase I:** Wire-framing of the newly proposed Layout

**Phase II:** UI Designing for the approved wire-framing using Bootstrap.

**Phase III:** Implementation of the UI Design to a new CMS Tool (WordPress)

**Role/Title:** GUI Designer / HP BI Factory (UI Designing and CMS)

**Project Duration:** January 2019 – February 2019

**Responsibilities:**

- ➔ Detailed review on the existing CMS Tool (Confluence).
- ➔ Creating new Wireframes/Prototypes for the proposed UI.
- ➔ Creating Bootstrap Layouts for HP BI Factory UI Design.
- ➔ Implementation of UI Design in CMS (WordPress).
- ➔ Creating various Icons, Flash GIFs for the Graphical presentations.
- ➔ Creating PowerPoint slides for the project presentations all through the course of the project.

**Operating Systems / Software / Languages:** Windows 10, Adobe CC, Bootstrap

**Special Tools:** Wireframe CC, WordPress

#### 6. Type of Industry: FMCG (P&G)

**Project Description:**

**Module I:** Automated font conversion process – To convert the User Inputted Fonts to its relevant substituted Font which is available in the Client's Font Server.

**Module II:** Image Flattening of Multiple Creative – To flatten the layers of the input files (Adobe Illustrator format) to just 2 layers (Text and Background)

**Role/Title:** Project Lead / Adobe Illustrator-Visualization (Font Scripting & Image Flattening)

**Project Duration:** February 2018 – June 2018

**Responsibilities:**

- ➔ Worked on Automation of Font Scripting and Image Flattening.
- ➔ Reviewing the process of Font Conversion Scripting

- Handling project correspondence at all levels
- Team Co-ordination

**Operating Systems / Software / Languages:** Windows 10, Adobe Illustrator CC 2017

**Special Tools:** Adobe Scripting

## Other Work Experiences

**Zopsmart Technology Pvt., Ltd., (zopnow) Bengaluru** as **Sr. Graphic Designer in Digital Marketing & Design** (06-Oct-2014 to 31-Jul-2017)

Zopsmart was a real leap in my career which enhanced my E-Commerce domain knowledge as a Lead Designer in creating Product Promo Pages, Hoardings and Posters, Website Banners, Mailers, Website layouts, Flex Banners, E-Magazine & Print Magazine, Image Editing, Blogs, Offline Printing, Training Junior Designers in Print/Social Media and Photo Editing. Responsible for handling digital content for Campaigns and Blogs. Setting standards as per the company Branding and Google Ads.

**Suksh Technology Pvt., Ltd., Bengaluru** as **Sr. Graphic/Web Designer** (15-Jun-2012 to 25-Apr-2014)

Working in E-Commerce Platform was an eye opener to my career. I loved working in this domain. As a Senior Designer, worked on company's e-commerce website, heading the design team in promotions, campaigns, e-mailers, Google Ads. Had hands-ons in PowerPoint Presentations, Flash Ads & Website Layout designs.

**Kairos Multimedia Pvt., Ltd., New Delhi** as **Head-Web Designing**

(01-Apr-2011 to 31-Mar-2012)

Managed a team of Web Designers in various overseas Web Projects at various levels. Took overall ownership of end-end collaboration with multiple Clients in designing Websites, including (Data collection, Website Review, PowerPoint/Flash presentations and Feedbacks).

**The Good Samaritans (NGO), New Delhi** as **SW Programmer/HR Assistant** (29-Nov-2004 to 29-Apr-2006)

Started my career as a Software Programmer in an NGO, gaining lots of experience. Developed a Software Program for Employee Registration and HR Management. Also assisted with the HR Functionalities in the organization. It was a dual role. (Developing Software + HR Management).

## KEY SKILLS

**Functional:** UI/UX Designing, Wireframes, Responsive Webpage layouts using HTML5/CSS3, WordPress 5 / Drupal 8 Theming, HTML/CSS e-mailer & web templates, Posters, Hoardings, Banners, Blogs, Logos/Branding, Offline Printing & Flash Ads, Adobe Illustrator Scripting & Automation, Module Lead, Team Building, Team Leader, Customer Relationship, Design/Development, Documentation, Excellent communication and interpretation skills, Azure DevOps, GIT, Agile Methodology. Managing deliverable end to end, along with leading the project by reviewing and testing at all levels.

**Technical:** HTML 5, CSS3, Bootstrap 4/5, WordPress 5, Drupal 8, SharePoint (Modern Pages), Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Animate, XD), Figma, Zeplin, Wireframe CC, JavaScript & jQuery (basic knowledge)

## FEATURED IN

- Professional experience working on commercial software products
  - Proficient in rapid web markups HTML5/CSS3, including CSS3 with latest Bootstrap Framework
  - Perusing knowledge in latest React JS (Redux)
  - Good understanding of server-side CSS pre-processing platform (SASS)
  - Actively handled Blogs, social media Pages, HTML Mailer Templates
  - Heading E-Magazines / Offline Printing, Posters
  - Good understanding of SEO principles
  - Conversion of the Word Documentations to creative & interactive HTML Pages
  - Experience in handling Social Media Campaigns
  - Good Knowledge of color rendering
  - Building reusable code and libraries for future use
  - Worked on project executed on Agile Methodology
  - Proficient understanding of code versioning tools, (Git, Azure DevOps)
  - Collaborate with other team members and stakeholders
  - Experience in build/lead teams
  - Effective oral and written communication skills
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