

# SNEHA BALASUBRAMANIAN

UX DESIGNER | CREATIVE PROBLEM SOLVER | DESIGN THINKER

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[LinkedIn](#) | [Portfolio](#)

- Innovative Problem Solver & AI Enthusiast passionate about leveraging technology, creativity, and AI agents to tackle complex challenges while designing for humanity and adhering to accessibility standards.
- Developer turned Designer with a proven track record of optimizing user experiences through clear content, intuitive navigation, and impactful design.
- Designed and coded a complete design portfolio, seamlessly integrating design principles and development skills.
- Extensive fintech experience, delivering solutions for financial compliance, investment management, and reinsurance platforms.
- Over 3 years as a Team Lead (2014–2018), managing cross-functional, geographically distributed teams to deliver high-impact designs.
- Skilled in building and scaling design systems to enhance consistency and minimize redundancy in design and development.
- Expertise across the project lifecycle, including heuristic reviews, user research, concept design, rapid prototyping, and usability testing.
- Proven success with prestigious customers like Xerox, Motorola Solutions, Cisco, Cigna, Schlumberger and Axis Bank, driving outcomes through Agile methodologies.
- Proficient in a wide range of design and prototyping tools on Windows and macOS, with a strong focus on responsive, adaptive, and inclusive design practices.

## SKILLS

- UX Research Methods
- Persona Creation
- Information Architecture
- User Flow & Journey Mapping
- Wireframing & Prototyping
- User-Centered Design
- Responsive Design
- Design Systems
- Storytelling

## TOOLS

- **Design Tools:** Figma, Sketch, Adobe Creative Suite, InVision, Balsamiq
- **Web Development:** HTML5, CSS3, JavaScript
- **Prototyping & Collaboration:** InVision, Figma
- **Wireframing & UI Design:** Balsamiq, Sketch
- **AI Tools & Adaptability :** Familiar with AI-driven tools like ChatGPT, MidJourney, and DALL·E, with a proven ability to quickly adapt to emerging AI technologies.

## PROFESSIONAL SUMMARY

### SENIOR UX DESIGNER | SS&C EZE | JAN 2020 – PRESENT

- Designed and implemented intuitive user interfaces for complex financial data and hedge fund management systems in an Agile environment, improving user experience and operational efficiency.
- Actively contributed to the migration of the legacy design system while assisting in the development of the new design system, ensuring consistency and scalability.
- Developed comprehensive user journey maps, data models, and information flow diagrams, simplifying complex datasets and significantly enhancing usability.
- Created user-centered interfaces balancing simplicity with the need to manage large datasets, enhancing user flexibility.
- Collaborated with the team in adopting Figma, contributing to the establishment of efficient design processes and ensuring consistency across all platforms.
- Successfully partnered with Product and Engineering teams to deliver exceptional user experiences across multiple product releases.

#### KEY ACHIEVEMENTS:

- Q2 - 2024 Employee of the Quarter: Recognized for outstanding contributions to the design and implementation of user-centric solutions.
- Asset Parity: Streamlined user experience for large-scale financial dataset management, enhancing accessibility and intuitive interface design.
- Post-Trade Broker Matching: Designed user-friendly interfaces to simplify complex trade reconciliation workflows, improving accuracy.
- Portfolio Models: Revamped the module by creating responsive, performance-optimized designs across desktop and mobile platforms.
- Design Systems Transition: Contributed to the migration from the legacy design system and the development of the new design system, improving team efficiency.
- Data Simplification: Designed user journey maps and data models to simplify financial data navigation and usage.
- Agile Contributions: Contributed to the Agile design process, ensuring intuitive user interfaces in complex financial systems.

#### SENIOR UX DESIGNER | JOCATA | OCT 19 – JAN 19

- Collaborated with Axis Bank to design a DIY loan journey flow, enabling users to independently apply for loans with a streamlined and intuitive process.
- Designed a tool for bank employees to generate and design forms dynamically based on transaction types and user categories, enhancing operational efficiency and reducing manual effort.
- Despite the brief stint, made a lasting impact by delivering solutions that continue to add value to the organization.

#### SPECIALIST | EAINFOBIZ (Toronto) | OCT 18 – MAY 19

- Design and implementation of customized Finance Model for a Re-Insurance company in an Agile Environment
- Created numerous Reports, Data models, Information Flow, User Journey Maps, Personas and Survey forms during different phases of the project

#### TEAM LEAD | ACCENTURE | JUL 14 – OCT 18

- Managed teams of 10 –12 resources and worked on supporting Customizations and cross training across streams
- Worked on 2 Major projects and was involved in the complete process from creation of paper prototypes to user testing to usability testing
- Wore multiple hats:
  - **UX Designer** – created multiple prototypes, design systems, wireframes and style guides
  - **Researcher** – conducted extensive user interviews for internal Knowledge Management website
  - **UI Developer** – designed the user flow, user journey maps and designed the screens for mobile usage and Websites with accessibility compliance (AODA, IASR and WCAG)
- Worked with product management, engineering, and experience design research stakeholders to understand and propose UX and usability designs, evaluate technical feasibility and lead the implementation of the design with rounds of iteration

#### KEY ACHIEVEMENTS:

- Trained and mentored around 40 interns in Gurgaon and Pune and ensured in making them independent key resources within a short span of time
- Involved in a complete Knowledge Management project model – Designed User Experience model for Knowledge Management website

- Prepared self-help screens for the end users and received numerous appreciations for simplicity and ease of understanding

### **SENIOR SOFTWARE ENGINEER | TECH MAHINDRA | JAN 12 – JUL 14**

- Worked on Production support – Directly interacting with Users and Clients
- Created a complete application for construction and infrastructure domain for Balfour Beatty
- Testing - unit testing & integration testing and preparation of unit test cases and result documents
- Involved in code and test case reviews and deployment using various version management tools

#### **KEY ACHIEVEMENTS:**

- Played a major key role on migration of data from different databases to a Cisco Global Centralized Instance
- Created around 10 reusable complex extracts to fetch data from various base tables
- Lead the team in Pre and Postproduction Support and overseeing the Quality procedures related to the project

### **SENIOR SYSTEMS ENGINEER | TATA CONSULTANCY SERVICES | JUL 08 – DEC 11**

- Designed, Developed and involved in the complete cycle of concept, product, wireframe creation and implementation of a very complex bar code XML reports for printing E-License certificates which is still used by Motorola Solutions
- Took up process improvement proposals to the client consequently bringing leverage to the work done
- Updated high and low levels of design changes
- Worked through the entire UCD process using methods like sketching, storyboarding, diagramming, wireframing, and prototyping, and usability testing for screen-based products

#### **KEY ACHIEVEMENTS:**

- Role change from a Developer to Designer and directly interacted with client and stakeholders and received many appreciations for simplifying the complex data model
- Have a record of back-to-back and early promotions due to proactive performance and quality of deliverables

### **ACADEMICS**

<b>Year</b>	<b>Degree</b>	<b>Institute</b>
2014	MBA (Financial Management)	Sikkim Manipal University
2008	B.E (Electrical & Electronics)	Visveswaraya Technological University