

PROFILE

An experienced **UX/Interactive Designer** with competencies in building and designing **User-Centered Strategies**. Various senior level and strategic positions help me understand the “big picture” objectives while maintaining an eye for detail. You would know me as a **problem solver with a passion for innovation**.

CONTACT

Phone

917.664.5956

Web

www.balrajtalawant.com

Email

btalawant@gmail.com

PRACTICED SKILLS

User Flow
Information Architecture
Prototypes
User Testing
Wireframes
Art Direction
Visual Design
Competitive Analysis
Web Standards
Mobile & responsive design
Web design & development
Brand style guides

TOOLKIT

Adobe Creative Suite
Sketch
UX Pin
InVision
Axure
Balsamiq
HTML & CSS
Wordpress
Google Analytics
Crazy Egg

BALRAJ TALAWANT

UX/Interactive Designer

EXPERIENCE

2017 - Present **NYC Department of Housing Preservation & Development**
UI/UX Designer

- Mobile app design including Wireframe/Prototype/UX design
- Designed pixel-perfect mock-ups and storyboards for communication to Stakeholders and the Development Team.
- Code HTML/CSS and collaborate with Dev team to convert mock-ups from Axure to production apps.

2015 - 2017 **Frankly (formerly WorldNow)**
Lead Designer

- Coordinating with client team, business users, and production team to analyze business and technical need of mobile app development
- Responsive web design technical and team lead (to drive seamless user experience across mobile/tablet/desktop)
- Lead new site and redesign effort for all client sites including development of showroom site and various tools such as Google Analytics, Crazy Egg, Hootsuite and SEO programs to stay current.
- Manage development of content management system (CMS)-driven websites for local media tv stations that covers approximately 100 million monthly users. Lead advanced customization of CMSs with integration
- Drive resources towards accomplishing business goals with the help of interactive designs that tell a story
- Managed and mentored team of designers, as well as hiring and managing outside vendors including freelance designers and printers. Ensured all supervised projects met deadlines and budgets.

2006 - 2015 **WorldNow**
Senior Web Designer

- Develop, deploy, maintain and manage websites for global news stations such as NBC, ABC, CBS, CW and Time Warner
- Communicate with client project level – including initial kick off call, design calls for mock ups, preliminary delivery and final deployment
- Liaise between development team and business managers in the entire project lifecycle to ensure that the delivery happens as per client expectations.
- Executed the complete revamp of marketing collaterals at all levels including media kit, business cards, web site, power point and company style guide for all client facing materials.
- Produce HTML emails for internal and client communications.

EDUCATION

2000 - 2005 **New York City College of Technology, Brooklyn, NY**
Bachelor of Technology, Communication Design