

Bivish Balan

UX / UI Designer & Senior Judge at CSSDA

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An award-winning designer and an expert in providing empathized solutions to achieve business goals, and passionate about creating meaningful user experiences and problem-solving for exciting design challenges across all the platforms.

Experience 17+ years (10 years in UX / UI)

UX / UI Designer - Al Futtaim Group, Dubai

Feb 2015 - Present

Collaborating with stakeholders and the customers to know about the product's existence. Empathizing with the end-users needs, wants, fears, motivations, and behaviors to ensure the best experience through minimal and elegant designs.

Senior UI / UX Designer - Bravado Media, Dubai

Nov 2014 - Jan 2015

Lead the UI design with the accountability of the design system, collaborated with product and development teams on core projects to improve product interfaces and experiences.

Senior UI / UX Designer - Venturia, Dubai

Apr 2012 - Mar 2013

I was responsible for delivering user experiences for the online auction platform to iterate and solving human pain points with data-driven design solutions.

UI Designer / Flash Animator - Dubai Court, Dubai

Dec 2011 - Feb 2012

Project base flash designer, responsible for layout, visual appearance, usability of touch screen kiosk and developed route map animations and page transition effects.

UI / UX Designer - Houseoftours.com, India

Apr 2009 - Nov 2011

Responsible for creating seamless, timely, relevant experiences based on informed decisions. Creating user experience encompasses all aspects of human interaction with the company, its services, and its products.

UI / UX Head (11 team members) - Live Techno Lab, India

Jan 2007 - Mar 2009

I have started my career as a junior UI designer and learned a lot here like a design school. I got a wonderful opportunity to polish my skills through some real challenges in nearly every way which promoted me as a section head within a year.

Faculty (Web & Graphics) - G Tec Computer Education, India

May 2006 - Jan 2007

I started to explore new technologies and trends beyond my learnings to share the knowledge with my students through weekly batch-based group sessions along with their regular study materials.

Domains that I have worked on:

- ⦿ Automotive
- ⦿ Retail
- ⦿ Real Estate
- ⦿ Travel & Tourism
- ⦿ Services
- ⦿ Insurance
- ⦿ Health
- ⦿ Lifestyle
- ⦿ Fashion
- ⦿ Hardware & Electronics
- ⦿ Industries
- ⦿ Logistics
- ⦿ Educational
- ⦿ Sports & Activities

Skills

Research

- ⦿ User interviews
- ⦿ Persona hypothesis
- ⦿ Usability testing
- ⦿ Affinity mapping
- ⦿ Journey mapping
- ⦿ Heuristic evaluation
- ⦿ Competitive analysis

Design

- ⦿ Brainstorming
- ⦿ Wireframe & Prototype
- ⦿ Design critiques
- ⦿ Data-driven design
- ⦿ Design system
- ⦿ A/B test

Programming

- ⦿ Strong - HTML, CSS3, Bootstrap, and Foundation
- ⦿ Familiar - Javascript, JQuery & PHP

Tools

- ⦿ Pen and Paper
- ⦿ Adobe CC Suite
- ⦿ Sketch
- ⦿ Figma
- ⦿ Invision

Achievements

- ⦿ Senior judge @ CSSDA
- ⦿ Special kudos award CSSDA, Feb 2019
- ⦿ Best UX design award CSSDA, Feb 2019
- ⦿ Best UI design award CSSDA, Feb 2019
- ⦿ Best innovation award CSSDA, Feb 2019
- ⦿ Certificate of appreciation Al Futtaim Ace, Sep 2017
- ⦿ Employee of the month Al Futtaim Digital Retailing, Jul 2017
- ⦿ Special kudos award CSSDA, May 2016

Education

- ⦿ Diploma in Visual media Image Multimedia, 2006
- ⦿ Certified in Action Script 3.0 Zillion Info Solutions, 2011