



BALUMAHENDRA RAJASEKARAN

Product Designer



+1 (469) 648 8324



balum.84@gmail.com



www.balum-designs.com



Atlanta, GA - USA

CORE SKILLS

User Research & Interviews
User Personas & Journey Maps
Design Thinking & Ideation
Strategic Problem Solving
Information Architecture
User Workflows
Responsive Design
Interaction Design
Wireframes & Prototyping
Design System & Components
Accessibility & Inclusive
Visual Design & Typography
Usability Testing
Heuristic Evaluation
Data-Driven Design
Stakeholder Communication & Presentation

DESIGN TOOLS

Figma
Adobe XD
Sketch
Invision
Adobe Suite
MS Office
Protoshare
LLM (ChatGPT)

ABOUT ME

Strategic Product Designer with **18+** years crafting human-centered experiences for web and mobile. Expert in design thinking, experience architecture, interaction design, and scalable frameworks. Passionate about simplifying complex enterprise workflows through AI and design strategy.

EXPERTISE

Deliver UX solutions in Agile, aligning business goals with user needs. Leverage AI across research, ideation, & testing to enhance efficiency & innovation.

Understanding Users: Interact with users, business teams, and stakeholders to conduct strategic user research, including interviews, empathy maps, personas, journey maps, and user stories through collaborative design workshops.

Define & Ideate: Frame problem statements, perform competitive audits, and lead ideation using design-thinking principles. Develop storyboards, information architecture, and user workflows for scalable solutions.

Design: Create high-fidelity wireframes & prototypes for all breakpoints. Design intuitive, accessible experience with consistent visuals, reusable components & scalable design systems to support enterprise-wide applications.

Usability Testing: Run usability studies to identify friction points and behavior patterns. Iterate based on insights to deliver seamless, user-centered outcomes.

Domain Expertise: Banking & Finance | Travel & Hospitality | Telecomm | Health Insurance | Transport & Logistics | Information, Media & Entertainment

KEY DESIGN IMPACTS

Delta Airlines: Modernized in-flight maintenance with a digital damage-reporting app, cutting unresolved issues from 38% to 3% and improving customer satisfaction from 4.0 to 4.6 through faster, trackable repairs.

Delta Airlines: Redesigned travel document verification for Redcoat agents, reducing processing time from 3 mins to under 1 min, decreasing missed flights to 2%, and enabling global rollout of 5,000+ Nomad devices across global.

JPMC Chase: Built an in-house login authentication platform after third-party integration failed, saving \$250K+ annually and establishing a new enterprise-wide security standard.

JPMC Chase: Redesigned the workqueue process, reducing approval delays by 45% and creating a scalable framework now adopted across business units.

Life Sciences: Led UX redesign of a clinical trial management dashboard, adding metrics-driven task tracking that boosted task completion speed by 45% and expediting critical trial decisions.



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WORK EXPERIENCE

COGNIZANT TECHNOLOGY SOLUTIONS

11+ years ongoing

- JPMorgan Chase	ATL-GA	Product Designer	Aug'20 - Present
- Cognizant Life Science	ATL-GA	UX Design Lead	May'20 - Aug'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. Architect 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
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BINARY SEMANTICS LIMITED

1 year 1 month

- Educ Expert INC.	INDIA	Sr. Graphic Designer	Oct'08 - Nov'09
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PREMEDIA GLOBAL P LTD

1 year 11 months

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

2004-2007

Master of Computer Applications (MCA)

University of Madras - India

2001-2004

Bachelor of Computer Science (B.Sc)

Bharathidasan University - India

CERTIFICATION

Google UX Professional Certified

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Build Dynamic User Interfaces (UI) for Websites
- Design a User Experience for Social Good & Prepare for Jobs
- GenAI for UX Designers

