



Bala murugan

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Bengaluru, India

I have significant experience working in complex enterprise products. I have had the opportunity to experience an entire product life cycle from ideation to release phase.

Digital prototyping

Wireframe

User interview

Design system

Info architecture

Usability testing

Accessibility

Heuristic evaluation

Lean UX

Experience



Sr. Product designer

Jun 2019 - Present (4y+)

I have worked on **three** major projects with **two** different teams.

- **CS Planner** is a network simulation app used by **4** customers for **data collection** and **traffic analysis**. I simplified the collection configuration step with better usability, resulting in a **40%** reduction in time to complete the task and **60%** reduction on error.
- In **CrossWorks** project, Led UX activities for multiple features, such as onboarding ZTP devices, **multi-vendor** compatibility, enabling device policy, and network insights. **30%** of the backlog was completed on 5 quarters.
- In **DNAC** project, drove development of multiple features, with a focus on **inventory** and device onboarding.



UX designer

Mar 2016 - May 2019 (3y 2m)

Completed **2** major projects as a solo contributor while working remotely from India as part of a 4-member team at Juniper.

1. In **JTAC** project, Redesigned the TAC workbench, a **3,000**-user application, in a span of **1 year** with limited resources. The project was awarded the **innovation award** for 2017
2. In **Renewal** project, Built a contract management tool from scratch that is used by over **400** Juniper distributors.



Sr. Visual designer

Feb 2014 - Feb 2016 (2y)

- Worked closely with the Marketing team to provide design solutions for a variety of **branding** and **communication** materials, including annual conferences, corporate events, company portal updates, monthly newsletters, and more.
- Redesigned the internal employee engagement app used by **6,000** employees across the globe, resulting in a **20%** increase in user engagement.



Communication designer

Apr 2013 - Jan 2014 (10m)

- Designed inductive **Business dashboards** for various clients, such as SAP Millar, Tata, and MTR, by understanding their user roles and needs.
- Responsible for all **Communication** design for the KPIT Business Intelligence team, including presentations, reports, and marketing materials.



Instructional designer

Nov 2010 - Mar 2013 (2y 5m)

- Flash animator creating interactive **2D animated** learning modules for top-notch clients, such as Vodafone, AT&T, LIC, Zurich, ESIC, and Genpact.
- Content creation is a multi-step process that begins with reading and understanding technical content. The next steps involve writing scripts, storyboarding for animation, recording and editing audio and video, creating SCORM compatible courses, uploading them to an LMS, and tracking progress.

Certificate



From ideas to action

IDEO

Issued Jul 2021



Certified usability analyst

Human factors international

Issued Jul 2015

Education



Oxford science college

Biotechnology

2006 - 2008 (Bangalore, India)



Thiagarajar college

Industrial microbiology

2003 - 2006 (Madurai, India)