

# Balraj Chana

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## Key Skills and Achievements:

- **Critical thinking related to problem solving** - Holistically thinking of design as a series of interconnected systems. Designed apps consisting of over 100+ modular components seamlessly integrated and aligned with the users needs, business goals, milestones and technical resources
- **Self learner, inventive and possesses an eagle eye for detail** - Designed pixel perfect UI kits for enterprise design systems. Built side projects helping designers become more productive. Learnt new languages to develop interactive prototypes for engineering handover
- **Worked on projects within groups to deliver successful outcomes** - Worked alongside founders, engineers and designers to successfully release apps on Google Play, App Store and across the web. Experienced with working effectively either within a team, remotely, in-house or individually
- **Excellent communication and interpersonal skills** - Collaborated daily with founders to align the product to business goals, engineers to resolve design constraints and designers to provide constructive feedback on wireframes, user flows, visuals and technical constraints
- **Excellent organisational and analytical skills** - Designed and incorporated version control for 100+ screens with different states, platforms, formats and screen sizes across different time zones
- Willing to train and takes an active approach to improve own learning and performance

## Design and Technical Skills:

- Extensive experience with using design tools including Sketch, Photoshop, Illustrator, InDesign, FramerJS, After Effects, Final Cut Pro and 3DS Max
- Experienced with Material Design, HTML5, CSS3, JS, React, Bootstrap and WordPress
- Highly skilled in user interface design, user experience design, interactive prototyping, brand identity, graphic, web, print and motion design
- Experienced with agile methodologies, Git version control and Abstract
- Broad experience in using applications such as G Suite, Adobe Cloud, Microsoft Office and operating systems including Android, iOS, Mac and Windows

## Employment:

### Freelance Product Designer | Jun 12 – Present

I have worked alongside global clients including Google-backed corporations to Y Combinator startups helping them solve design problems ranging from AI monitoring to enterprise management. Notable clients include Magic Leap, Intercom, MeteorJS, CodeFights, Calipsa, HealthTap and Kalo.

### Magic Leap | Visual Designer | Jan 17 - Jul 17 | <https://www.magicleap.com/>

- Working alongside stakeholders transforming objectives into user interfaces for the Creator Platform and ML identity homepage
- Developing interactive prototypes for components and resolving UX flow issues
- Collaborating closely with the marketing team to build and maintain the ML brand identity
- Advising team on mobile strategy, managing application states and accessibility guidelines
- Reviewing accessibility in terms of colour contrast, UI consistency and different platforms
- Reviewing the UX including user flows as well as error, success, loading and empty states

MeteorJS and Apollo | Product Designer | Jul 17 - Oct 17 | <https://summit.graphql.com/>

- Working alongside the project manager and engineers to design and develop a marketing site for the GraphQL Summit 2017 within a 2 week deadline
- Iterating over wireframes and mockups. Incorporating Bootstrap and Git for version control
- Reworking the branding and generating print materials including badges and banners

Kalo (formerly Lystable) | Product Designer | Apr 15 - Sep 16 | <https://kalohq.com/>

- Designing the UI for an enterprise app with early adopters including Google, Airbnb and IDEO
- Incorporating Material Design principles including elevation and feedback through motion
- Communicating directly with the founder and engineers to discuss and resolve design constraints
- Breaking down epics into user flows and wireframes to understand the user's needs
- Creating stories for different user personas to understand intentions and resolve edge cases
- Developing animated and interactive prototypes using Framer and After Effects for presentations
- Generating UI style guides for consistency, accessibility and manageability
- Rapidly iterating on the wireframes and UI based on the feedback from users and engineers

GoPanache | Visual Designer and Front-end Developer | Jun 13 - Jun 14 | <https://goo.gl/2KtTXf>

- Designing the user interface consisting of 100+ screens for the iPhone 4 and 5
- Working directly alongside founders, engineers and designers to collaboratively solve design constraints related to business goals and technical challenges
- Designing the brand identity including logos, business cards, t-shirts and brochures
- Designing custom HTML templates related to the on-boarding experience
- Wireframing concepts and developing the front end using a custom WordPress theme

## Education:

Brunel University | Sep 08 – Jun 12

BSc Multimedia Technology and Design. 1st Class Honours with Professional Development

Brunel University | Sep 07 – Jun 08

BEng Computer Systems Engineering (Student Representative and Mentor)

Uxbridge College | Sep 05 – Jun 07

BTEC National Diploma (ICT System Support) Dist/Dist/Dist (AAA)

## Projects and Awards:

- Built Hixle, an app aiming to capture a designer's intuition: <http://www.hixle.co>. Received positive reviews on ProductHunt: <https://www.producthunt.com/posts/hixle>. Used by 800+ designers
- Designed and developed an interactive game featured by FramerJS: <https://goo.gl/mX87TX>
- Awarded 'Best of 2016' by Framer for an interactive prototype: <https://goo.gl/v6ezU7>
- Wrote the '11 Optical Illusions Found in Visual Design' article: <https://goo.gl/HBVLZ7>
- Design work featured in Abduzeedo, Muzli, Print Magazine and viewed by up to 2 million users
- Built design assets that have accumulated over 250+ in sales on the Creative Market platform
- Praised by clients including Google, Airbnb and IDEO for the design of the Kalo application
- Nominated for a Self-Motivation Award for automating a report using code, saving the company time and money during my internship