

Saicharan Balakrishnan

Hey, I'm an experienced product designer with more than 5+ years of professional experience building product and managing high functioning design teams.

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Skills

Product design	Video Production
Interface design	Motion Design
User experience	Identity Design
UX Research	Brand Communications
2D Animations	Impact Analytics

Tools

Adobe Photoshop, Adobe XD, Illustrator, Sketch, Figma, Invision, Framer, Axure, Balsamiq, Marvel, HTML, CSS and Javascript.

Education

Bachelor in Journalism
Madras Christian College, Chennai, IN
2014 -2017

Research Papers

Interaction Design in Real World Applications
Way forward: AR/VR Applications design
Impact on Public Service Advertisements

Work Experience

April 2022 - Present

Head of Design (Assistant Manager)

AMETEK Brookfield - AMETEK, Inc.

Managed high functioning team of 4 designers, motion artists and content writers supporting 7 different countries with marketing, sales and product development.

Headed the redesign of ecommerce store for AMETEK Brookfield - North America, UK, and APAC which resulted in the annual sales increase from \$1.5M to \$3.2M and 68% increase in site-traffic.

Built embedded user interface (58 screens) for the new line for the DV instruments and redesigned enterprise-level support softwares.

Responsible for branding and creating online course with 7 modules (80 mins) of AMETEK Brookfield University - a global training initiatives.

January 2021 - April 2022

● Team Lead - Creative Services

ISCD Division - AMETEK, Inc.

June 2020 - December 2020

● Web and Graphic Designer

AMETEK Brookfield - AMETEK, Inc.

November 2019 - May 2020

UI/UX Designer (Lead Data Partnership)

Ambee

Spearheaded the redesign of the customer facing website which lead to 526% increase in traffic and 15 sale qualified leads a month.

Designed dashboard UI which intergrated 6 different bigdata set visualizing air-quality, pollen and fire APIs.

Managed the design and content marketing team.

December 2018 - November 2019

Senior Designer

Experienzing Consulting Solutions

December 2017 - November 2018

Design Consultant

Gajra Pai & Zhu

Febraury 2016 - November 2017

Freelance Design & Marketing Consultant