

GAYATHRI ARUN

US Citizen

 Phoenix, AZ (Willing to Relocate)

 : 623 299 0831 |  : gayathriarun010@gmail.com |  [LinkedIn](#) | [Portfolio](#) | [Calendly](#)

UI/UX Designer | UX Researcher | Product Designer | Experience Designer

SUMMARY

Creative and collaborative UX Designer with 1+ years of UX/UI designer experience looking for opportunities to design meaningful and seamless user experiences. Focused on bringing smiles by creating rewarding experiences through impressive designs. Strengths include problem solving, teamwork and building a project from ideation to execution. An analytical and creative designer with a background in biotechnology coupled with strong research skills and an eye for design principles.

AWARDS AND CERTIFICATIONS

- University of Arizona UX/UX Bootcamp
- Certified Scrum Master (Scrum Alliance)
- User Experience Researcher
- Learning JIRA software
- HTML Essential Training.

SKILLS

- UX Design, UI Design, User Research, Usability Testing, Storyboarding, User Journey, Wireframing, Prototyping, Figma, Adobe XD, Miro Board, HTML, CSS, GitHub, Visual Studio.
 - Agile Methodologies, Project Management, Data Interpretation, Quantitative & Qualitative Data analysis, Process Analysis, Regulatory Compliance, Quality Assurance, Banking & Financial Services, Life-Science Services.
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PROJECT EXPERIENCE

Yellow Slice

Phoenix, AZ - 09/2021 -

Present


UX Designer

Worked collaboratively with the team to design an intuitive financial advisory web and mobile app.

- Worked closely with the team in the stakeholder workshop to understand the goal and capture requirements.
 - Applied user centric approach to ideate and create solutions for financial platforms including home loans, stocks, mutual funds, and online investments.
 - Conducted competitor analysis to analyze strengths and weaknesses of potential competitors.
 - Prepared a Stakeholder summary that conforms to the goals with comprehensive steps and solutions.
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- Proactively participated in daily stand-up meetings with the team and supported duties as required.

Escape Room

Phoenix, AZ - 07/2020

- 08/2021

Designer

Designer for ESCAPE ROOM 101, a game room that provides unique game experiences, including VR, to enthusiastic gamers.

- Worked on identifying the games suiting the locality, population density, age groups etc.
- Conducted competitor analysis to analyze strengths and weaknesses of potential competitors.
- Designed the company logo and worked with the Design and Software Development Vendor teams on the website information architecture and layout.

Key Accomplishment: Facilitated the start-up of the project from inception to market launch. Collaborated across multiple teams, including tech and design teams. Managed the timeline for the overall roll out.

Freelance UX Designer

Phoenix, AZ -

04/2021

Aksharam Mission (<https://aksharam.us/>)

Worked collaboratively with the team on redesigning the architecture information and layout to better convey the organization's mission and motivate users to get involved.

- Conducted qualitative and quantitative research analysis to validate the user flows.
- Applied user centric approach to conceptualize and redesign information architecture using Miro board.
- Led design critiques, championed collaboration, presented design to executives.
- Worked closely with the stakeholders and product owners to ensure business requirements and user needs are properly met and communicated.

Key Accomplishment: Increased page traffic by redesigning homepage and important product pages.

Skills Used: User Research, Heuristic Evaluation, Persona Creation, User Testing, Miro Board.

The US Department of Education Redesign Project

Phoenix, AZ -


03/2021

UX/UI Designer

(<https://gayathri-arun.medium.com/u-s-department-of-education-site-redesign-case-study-2c861692017e>)

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Redesigned to declutter and organize the heavily loaded information to provide a seamless user experience when finding information.

- Actively involved in all the redesign steps from empathizing, research interviews, ideation to low and high-fidelity mockups.
- Worked closely with the team and followed a highly iterative design process to clearly understand customer needs and crafted interactive, responsive mobile and desktop solutions which encompass new information architecture, navigation, page layout, and engaging UI elements.

Key Accomplishment: The updated prototype is intuitive, clear, and displays all contents in a structured manner helping users easily navigate and providing a better search experience.

Skills Used: User Research, Persona Creation, Heuristic Evaluation, User Experience Design, Prototyping, User Testing, Figma, Adobe XD, Invision, Miro Board.

Hope for Children Website Redesign

Phoenix, AZ -

04/2021

UX/UI Designer

<https://gayathri-arun.medium.com/hope-for-children-foundation-website-redesign-5d11f85e9c05>

Redesigned the website to better convey the mission and activities in a more clear, concise, and enticing manner to motivate users to donate, volunteer or spread the word about its initiatives.

- Worked alongside a small team of three aspiring designers in an Agile environment.
- Led the designers in qualitative and quantitative user research.
- Created Atomic-level UI assets via Figma & Adobe XD.
- Developed UI prototypes for Responsive Navigation using Invision App and Figma.

Key Accomplishment: The redesigned mobile and desktop prototype with added relevant features provide better and quick access to the web page's newly and clearly structured content, increasing credibility and awareness.

Skills Used: User Research, Persona Creation, User Experience Design, Prototyping, User Testing, Figma, Adobe XD, Invision, Miro Board.

PROJECT MANAGEMENT EXPERIENCE

JP Morgan Chase

Phoenix, AZ - 12/2016

– 06/2017


Financial Analyst

- Conducted thorough research and analysis of Chase's delinquent accounts by effectively auditing, analyzing, and performing loss analysis and constructing a narrative summary of events. Updated findings in an internal database.
- Identified areas of opportunity for accounts leveraging data from profit and loss (P&L) statements and successfully reconciled transactions by comparing and correcting data.

Key Accomplishment: Completed critical accounts on time with very less resources.

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Cognizant Technology Solutions
12/2016

Phoenix, AZ - 03/2015 –

Business Process Analyst

- Analyzed, serviced, and filed 571 claims as well as loans and escrow expenses ensuring accurate, complete, and timely processing.
- Collaborated effectively with the SMEs to manage and maintain the project information.
- Interacted with Business users and defined project scope and deliverables.
- Conducted knowledge-sharing workshops and trained associates and the offshore team at various levels.

Key Accomplishment: One of the handpicked analysts retained when downsizing from 45 to 9. Recipient of Best Employee Award.

OTHER EXPERIENCES

Glendale Community College, Glendale, AZ – Biology Adjunct Faculty

Midwestern University, Glendale, AZ – Department of Pathology & Population Medicine

Scigen Biotech, Pune, India – Quality Control & Executive

EDUCATION

UI/UX Bootcamp: University of Arizona, Phoenix, AZ

Master's in biotechnology: Bangalore University, Bangalore, India

Bachelor's in Biotechnology: Bangalore University, Bangalore, India