

# Arvind Santhanam

## User Experience Designer

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**portfolio:** [arvindsanthanam.me](http://arvindsanthanam.me)

## Professional Experience

**UX Design Intern** | Sallie Mae, Indianapolis, IN

Summer 2017

- + Assigned with redesign of a web-based application engineered for internal assessment of tech-solutions that support growth of company ecosystem
- + **Result:** 5+ years of expanded life for application support
- + Contextual design practices involving usability evaluation, data gathering, sketching and iterative prototyping were applied to ensure quality improvement to overall user experience of the application
- + Customer service driven by regular user interviews for iterative feedback on design vision to deliver optimal results

**UX / UI Designer + Developer Intern** | Mu Sigma Inc, Bangalore, India

2016

- + Designed and implemented a collaborative online platform for effective communication between leaders of a retail venture, its suppliers, and consulting organization
- + **Result:** Significant improvement of correspondence between organizational members with greater task completion by employees
- + Team based work collaboration emphasised joint visioning, iterative prototyping, and wireframe design directed towards formal implementation
- + Expanded code development using Python-Django and AngularJS over a MVC architecture

**Software Developer Intern** | CSS Corp, Chennai, India

Summer 2014

## Research Experience

**Enhancing User Experience in a Public Environment** | Indiana University

- + Research focused on automated digital communication of user preferences & information to public centers(hospitals, govt offices etc.) for people to receive personalized care and service

**Search Result Diversification in E-Lecture Systems** | Amrita University

- + Research focused on implementing a student E-lecture system to provide results that are unique in content, across heterogeneous domains
- + Implemented system currently employed by university for student operation

## Community Volunteer

**Amrita University** | Coimbatore, India

'Human Attitudes Cause Unsustainability': Seminar conducted to school children over environmental sustainability. Participated in city-wide cleanup drive

**Siruthuli(NGO)** | Coimbatore, India

Content management of digital publications. Created organization for NGO's contacts. Participated in project measuring green cover of the city

## Education

**M.S. Human-Computer Interaction**

Indiana University (GPA 3.9)

Indianapolis, IN

(Degree to be conferred May 2018)

**B.S. Computer Science**

Amrita University (GPA 3.7)

Tamil Nadu, India | 2016

## Design Skills

### Formative

Domain Analysis

User Research

Requirement Definition

Persona Development

### Generative

Flow & Affinity Diagramming

Sketching & Storyboarding

Interaction Mapping

Iterative Prototyping

Wireframe Production

### Summative

Contextual Inquiry & Interview

Cognitive Task Analysis

Heuristic Evaluation

### Prototyping Tools

Adobe XD/ Photoshop

Invision /Marvel/ Balsamiq

### Code Development

HTML5/ CSS3/ JavaScript

JQuery/ AngularJS/ D3.js

Python/ Java/ C++/ PHP

Git/ MongoDB/ MySQL

### Professional Organizations

Interaction Design Foundation

Experience Makers

### Languages

English, Tamil (Fluent)

Hindi (Basic)

### Awards

IU Merit Scholarship