


Arvind Santhanam

User Experience Designer

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Education

Indiana University

Indianapolis, IN/ 2016-18 (exp)
Master of Human-Computer
Interaction (GPA 3.9)

Amrita School of Engineering

Coimbatore, India/ 2012-16
Bachelor of Computer Science

Skills

Formative

Domain Analysis
User Research/ Interviews
Persona Development

Generative

Rapid ideation & Prototyping
Sketching & Affinity Mapping

Summative

Contextual Inquiry & Interview
Cognitive Walkthrough
Heuristic Evaluation

Design Process

Define -> Ideate -> Sketch
Design -> Test -> Develop

Prototyping

Photoshop
Invision & Powerpoint
Marvel & Balsamiq

Development

HTML5/ CSS3/ AngularJS
D3.js/ Groovy/ Java/ C++
Python/ Django/ Git
MongoDB/ MySQL

Organizations

Interaction Design Foundation
Experience Makers

Certifications

Transactional Analysis
Java & Web Component
development

Languages

English, Tamil (Fluent)
Hindi (Basic)

Professional Experience

Intern User Experience Developer

January - July 2016

Mu Sigma Inc/ Bangalore, India

Designed and developed a collaborative online platform for effective communication between heads of a retail venture, its suppliers, and consulting organization. Design responsibilities included formative data gathering, brainstorming, iterative prototyping and showcasing. Development was executed through python-django with angularjs.

Intern Software Developer

June - July 2014

CSS Corp/ Chennai, India

Internship experience emphasized understanding software development strategies for completion of a Java based project through Agile methodology and Git version control.

UX Projects

Application Design Projects

Personal input to the following projects involved contextual inquiry, interviews, observations, brainstorming, affinity mapping, sketching, prototyping & evaluation.

1. **UniTask** - Self-learning mobile application that studies student work habits to help students manage their tasks and schedules.
2. **Ensemble** - A mobile application which helps musicians connect, collaborate and socialize based on geographic and musical preferences.

Usability Evaluation Project - **PactSafe, Inc**

PactSafe's web application was improved by design suggestions provided through a usability report. The report was generated following a series of data gathering and usability evaluation techniques such as interviews, cognitive walkthrough, and heuristic evaluation to make the application more user-friendly to the target audience.

Research Experience

Enhancing User Experience in a Public Environment

2017 - present

Indiana University/ Indianapolis, IN

Research focused on digitally communicating 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

2013 - 2015

Amrita School of Engineering/ Coimbatore, India

Research focused on implementing an student E-lecture system which provides query results that are unique in content, across heterogeneous domains, for greater throughput of information to the user. The system is currently in use by the university.

Volunteer Activity

Amrita School of Engineering/ Coimbatore, India

'Human Attitudes Cause Unsustainability': Seminar conducted to school children over how human ignorance and apathy is detrimental to environmental sustainability. Participated in city-wide cleanup drive.

Siruthuli(NGO)/ Coimbatore, India

Content management of digital and physical publications. Created organization for NGO's contacts. Took part in project estimating green cover of the city.