

# DEEPAK ARUN

## USER EXPERIENCE DESIGNER

DELHI NCR

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+91 9999619008

### SKILLS Software

Figma

Photoshop

Illustrator

InDesign

PPT

Oracle APEX

JIRA

Confluence

### Design Skills

UX Design

Art Direction

Visual Design

Presentation Expert

Prototyping

System Design

### Front-End

HTML, CSS, SCSS, Tailwind,  
JavaScript, ReactJS

### Back-End

SQL

PL/SQL (Beginner)

## WORK EXPERIENCE

### Connection Group

#### Senior UI/UX Designer

Since May 2024 to Present Date

#### Role & Responsibilities:

- Led end-to-end UX design for multiple complex web and mobile applications, translating business requirements into intuitive, user-centered interfaces that improved user satisfaction.
- Conducted extensive user research, usability testing, and heuristic evaluations to identify pain points and optimize user flows, resulting in a reduction in user drop-offs.
- Collaborated cross-functionally with product managers, developers, and stakeholders to align UX strategy with business goals, ensuring timely delivery of high-quality design solutions.
- Created and maintained scalable design systems, style guides, and component libraries to ensure consistency across products and accelerate design and development cycles.
- Mentored and guided junior designers, providing design reviews, feedback, and training to elevate team skill levels and maintain design excellence.

### Oracle India

#### Senior Principal Lead UI/UX

Since July 2015 to September 2023

#### Role & Responsibilities:

- Work closely with cross-functional teams to understand business objectives and translate them into effective design solutions.
- Develop design strategies and design briefs that align with business goals and customer needs.
- Scope, plan, and lead UX activities from initial requirements to concept, interaction design and development.
- Worked on complete design thinking life cycle - user research, story boarding, persona creation, information architecture, user flow, wireframes and user testing.
- Ensure that all designs are consistent with redwood brand and style guidelines and are accessible and inclusive.
- Build strong relationships with stakeholders, including product managers, engineers, and executives.

### Showtime Group

#### Senior Visualizer

October 2014 to June 2015

- Worked on many new product launch events and worked on creating the high-end product launch presentations, designing web e-mailers, Infographics, Micro-sites UX design, Web Banners, Logo designs, Print ads etc. Clients: Samsung, BMW, Nestly, Castrol, DLF, HERO, HBO.

### Adsert Web Solutions Pvt. Ltd

#### Deputy Art Director

September 2010 to October 2014

- Closely worked with client servicing and the event team to create high quality print and digital graphics, Creating Presentations for events.
- Maintain and follow the best practices in the industry. I also worked on designing the event website and frontend development of the website.

### Spectranet Ltd.

#### Senior Graphic Designer

November 2007 to July 2010

- I collaborated with software development team to maintain their corporate website and worked on all the print and digital communication designs.

## LICENSES & CERTIFICATIONS

**UX Foundations:** Interaction Design from LinkedIn Learning

**Certificate Id:**  
AU79a-UHJOJCISDIq5s5XvcC4Shs

**User Experience for Web Design from LinkedIn Learning**

**Certificate Id:**  
AaSBnEEx-ykhN1fTuLTgGq7Sv7m8

## Personal Profile

**DOB**  
8th April, 1986

**Marital Status**  
Married

**Language Known**  
Hindi & English

**Father's Name**  
Sh. Madan Lal Arun

## PORTFOLIO

**Bēhance**

[www.behance.net/deepakarun08](http://www.behance.net/deepakarun08)

## EDUCATION

**Multimedia & Web designing**  
Oxford Software Institute - 2006

**Masters in Computer Application**  
Amity University Noida - 2010

**Bachelor of Commerce [B.Com (Pass)]**  
Delhi University - 2007

## PROJECTS

### Digital Sales Rooms (DSR)

I collaboratively worked with other UX designers to gather the requirement from product manager and worked on creating the Personas, User journey map, Wireframes and High fidelity mock-ups and Later on worked on developing the responsive frontend using HTML, CSS and JS to make it development ready.

### Sales Accelerator Web App ([www.salesaccelerator.oracle.com/sa](http://www.salesaccelerator.oracle.com/sa))

Worked on UX design of some crucial modules of the application and later on worked with development team to help them in frontend development with HTML, CSS and JS.

### Salescentral Web App (<http://salescentral.oracle.com/>)

Worked on user research, wireframing, UI design, prototyping and user testing. I also worked closely with the development team to help them developing HTML from the final UI Mockups and making it responsive for different media screens.

### Salescentral Mobile App

The salescentral mobile app was functionally same as its web application. Worked on Creating the mobile application UI and UX development.

[www.aerialte.ch/](http://www.aerialte.ch/)

[www.agrimabahadur.com/](http://www.agrimabahadur.com/)

[dimplekaur.com](http://dimplekaur.com)

And more...

## ACHIEVEMENTS

### Converted Ipad App to mobile App using CSS in different design without changing the code.

It was one of the biggest challenge to convert Sales Central IPad app to Mobile app when the design was totally different. I achieved it using CSS and Media Queries.

### Performance Recognition Award FY'16 Q4

Oracle India

### Employee of the quarter FY'15 Q3

Showtime Group

### Employee of the Month FY'13 Q2

Adsert Web Solutions Pvt. Ltd.