

# Arun Peri

User Experience Designer

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## EXPERIENCE

### Sr. UX Designer - Lollipop Design Studio

Hyderabad, India

June 2024 - Present

- Led the design of a media management system for a school platform, improving media access by 25% through personalized filtering and a streamlined content delivery system.
- Created detailed UX estimations and proof of concepts for the sales team, effectively supporting them in securing new business opportunities.
- Designed user-centered solutions for a wellness app, with a focus on improving user engagement and retention.
- Conducted internal training sessions on UX methodologies for colleagues, contributing to organizational learning and skill development.

### UX Designer - Assembly Digital Media

Vancouver, Canada

Jan 2023 - July 2023

- Formulated and executed strategies for cross-platform web experiences, enhancing user satisfaction and revenue by 15%.
- Conducted user research and usability studies to refine UX design processes and align with UX metrics.

### Product Designer - WATTCO

Montreal, Canada

July 2021 - May 2022

- Initiated a 10% increase in design process efficiency by implementing a cohesive design system, contributing to improved enterprise design thinking.
- Established a digital asset management system that optimized design workflow, significantly enhancing team efficiency.

### Product Designer - O/E Land

Montreal, Canada

Feb 2021 - June 2021

- Leveraged user insights to refine product specifications, resulting in a 15% enhancement in operational efficiency and integration into product development.
- Advocated for the utilization of design systems to ensure consistent and accessible user experiences in line with technical and accessibility standards.

### Product Designer - Tech Mahindra

Hyderabad, India

Aug 2016 - June 2018

- Collaborated in wireframe and prototype development, focusing on improvements and alignment with product strategy.

## SKILLS

### Research

User research  
Journey mapping  
User flows  
Competitive analysis  
User testing  
A/B testing  
WCAG AA 2.1 standards

### Design

UX/UI design  
Design systems  
User flows  
Rapid prototyping

### Tools

Figma  
JIRA  
Miro  
Zeplin  
Notion  
Adobe Creative Suite

## EDUCATION

**Concordia University**  
Montreal, Canada  
Master of Engineering  
(MEng)