

Arun Peri

User Experience Designer

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EXPERIENCE

Sr. UX Designer - Lollypop Design Studio

Hyderabad, India

June 2024 - Present

- Leading end-to-end UX/UI design for SaaS and enterprise platforms.
- Collaborated with product and engineering teams to build scalable design systems ensuring consistency and accessibility across products.
- Conducted user research, journey mapping, usability testing, and synthesized insights to improve user flows and conversion metrics.
- Created modular design systems and interactive prototypes using Figma and FigJam.
- Regularly aligned design goals with business and user needs to inform roadmap decisions.

UX Designer - Assembly Digital Media

Vancouver, Canada

Jan 2023 - July 2023

- Sole designer on cross-functional team delivering ad-monetized user experiences.
- Balanced ad-to-content ratios to increase engagement while maximizing revenue per session.
- Designed and maintained an internal design system to improve handoff efficiency and design consistency.

Product Designer - WATTCO

Montreal, Canada

July 2021 - May 2022

- Conducted user testing and iterative prototyping for internal enterprise dashboards.
- Designed with a focus on responsive design principles.

Product Designer - O/E Land

Montreal, Canada

Feb 2021 - June 2021

- Contributed to UX and interaction design for web tools in research and data-heavy contexts.

Product Designer - Tech Mahindra

Hyderabad, India

Aug 2016 - June 2018

- Designed enterprise platforms using user-centered design methods and assisted in early-stage UX process development.

SKILLS

Research

- User research
- Competitive Benchmarking
- User flows
- Journey Mapping
- Usability Testing

Design

- UX/UI design
- Design systems
- User flows
- Rapid prototyping

Tools

- Figma
- Claude Code
- Miro
- Zeplin
- Notion
- Adobe Creative Suite

EDUCATION

Concordia University

Montreal, Canada

Master of Engineering
(MEng) | 2018-2020

GITAM University

Hyderabad, India

BTech, Mechanical
Engineering | 2012 - 2016