Arun Peri

User Experience Designer

arunperi95@gmail.com
https://www.periarun.com/
+91-9030512405

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)

GITAM University
Hyderabad, India
BTech, Mechanical Engineering