**ARYA SIVARAJ | UI/UX Designer**

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**Summary**

Experienced in implementing Design Thinking methodologies to craft engaging micro-interactions and visually appealing designs that resonate with users. With a focus on user-centric experiences, I leverage design language to create intuitive UI solutions that seamlessly blend form, function, and interactivity, ensuring delightful user interactions. Known for adaptability and a composed attitude, I excel in fast-paced environments, embracing change with ease while maintaining an efficient and professional approach.

**Experience**

**UI/UX Specialist Intern.** Birmingham, UK

**Aston University** Oct 2023 – Jan 2024

* Conducted a comprehensive analysis of Aston University's existing website, identifying gaps and areas for improvement in user experience.
* Collaborated with in-house designers to implement changes within the WordPress platform, ensuring alignment with the university's branding guidelines.
* Updated the website with modern UI design styles, enhancing visual appeal and usability for visitors.
* Contributed to improving the overall user experience and brand consistency of Aston University's online presence.
* Utilized AI tools such as ChatGPT and Jasper to streamline processes and simplify tasks, enhancing efficiency and effectiveness in website analysis and design implementation.

**Senior Experience Designer** Pune, India

**Infosys + WONGDOODY** Jan 2020 – Aug 2023

* Leveraged some projects with a Human-Centred approach to problem-solving, empathising with users, defining problems, and prototyping solutions, ensuring designs resonated with target audiences.
* Employed User-Centered Design (UCD) methodologies, including user research, persona development, usability testing and prototyping to drive successful design solutions across diverse industry domains, fostering positive feedback and heightened user engagement.
* Ensured responsive design implementation across platforms, maintaining consistency and usability while accommodating varying screen resolutions, layout, navigation, and interaction patterns.
* Developed and maintained a comprehensive design system to facilitate easier use and ensure consistency across projects, optimizing design workflows and enhancing overall project efficiency.
* Integrated accessibility principles into designs, ensuring usability for all users through inclusive interfaces, proper markup, and accessibility audits.
* Designed with micro-interactions to enhance user engagement and satisfaction, adding delightful moments to the user experience.
* Streamlined development processes by translating complex ideas and requirements into clear, structured wireframes, resulting in efficient project execution.
* Fostered cross-functional collaboration, enhancing communication of design concepts and functionality, leading to accelerated project timelines.
* Crafted visually appealing web and mobile interfaces with a user-centric focus, driving improved user satisfaction and app performance.
* Conducted client meetings to gather project requirements, nurturing strong client relationships, and fostering repeat business opportunities.
* Presented design concepts and project progress to clients clearly and engagingly, ensuring alignment with their vision and goals, and enhancing project outcomes.
* Participated in daily scrum calls to provide updates on project progress and completed tasks, adhering to agile work processes for efficient project management.
* Delivered impactful design solutions across diverse industry domains, resulting in a comprehensive improvement of project outcomes and client satisfaction.
* Successfully navigated highly complex and sensitive information, effectively communicating and negotiating with senior stakeholders on challenging and controversial issues related to performance and change management.
* Demonstrated adeptness in presenting complex and sensitive information to large and influential groups, ensuring clear understanding and buy-in from key decision-makers.
* Proactively identified and addressed potential conflicts or controversies, employing diplomatic and tactful negotiation skills to resolve issues and maintain positive working relationships across the organization.

Details of some Projects :

* Contributed to the redesign of a B2B eCommerce platform for one of the world's largest suppliers of contact lenses, focusing on enhancing efficiency and user experience for dealers and store users distributed across multiple geographies.
* Facilitated focus group discussions involving stakeholders, developers, and user representatives to understand existing processes, pain points, and technology boundaries for projects such as redesigning Power BI dashboards and claim management systems.
* Conducted design thinking discussions to understand the existing landscape, pain points, and needs for the B2B eCommerce platform redesign project.
* Led the creation and execution of design strategies based on user group needs and business goals for projects like redesigning Power BI dashboards and claim management systems.
* Created low fidelity prototypes, evaluated them with focus groups, and iterated designs based on feedback to ensure alignment with UI/UX standards.

**Achievement from Infosys + WONGDOODY**

**Design Ninja Award Sept 2021**

**Rise Awards**

**Junior Animator** Pune, India

**Turn ON Digital Agency CO., Ltd** Nov 2019 – Jan 2020

Designed props and rigged characters for seamless animation, ensuring precise movement and articulation. Additionally, I meticulously composed scenes, animating shots according to client-provided animatics and bringing characters to life with expressive facial animations and effects.

**Motion Graphic Designer Intern** Ernakulam, India

**Zook Studio** Aug 2019 – Sept 2019

Created visually captivating, minimalist designs for advertising and Instagram content. Expertly edited promotional videos to enhance product showcases. Additionally, designed illustrations and animated key shots within explainer videos, visually conveying complex ideas and bringing concepts to life with impactful visuals.

**Animator Intern** Ernakulam, India

**Eunoians Studio Pvt.Ltd** Dec 2018 – Jan 2019

Produced tailored illustrations for explainer videos, seamlessly integrating them into the narrative and visual style through close collaboration with creative teams. Additionally, animated characters with fluid and expressive movements and crafted engaging sticker animations elevate the user experience in the Hike messaging app.

**Education**

**Master of Science in UX Design** Birmingham, UK

**Birmingham City University** Sept 2022 – Sept 2023

Knowledge gained: User-centered Design, Usability Testing, Information Architecture, Design interfaces with WCAG guidelines for accessibility, and AR/VR UI design with guidelines.

**Bachelor of Arts in Animation & Graphic Design** Kottayam, Kerala

**St. Joseph's College of Communication** Jun 2016 – Aug 2019

Knowledge gained: Branding, Posters, 2D drawing skills, Animation, Motion Graphics, Stop motion, and web design.

**Design Skills**

User Research | UI Design | Interaction Design | Wireframing & Prototyping | Usability Testing | Information Architecture | Mobile Design | Problem-Solving | Interaction Design |. HTML5, CSS3 |

Communication skills | Experience Designer | User Experience Designer

**Design Software Knowledge**

Adobe premiere pro | Adobe Illustrator | Adobe Photoshop | Adobe After effects | Adobe Animate | Adobe XD | Figma | FigJam | Sketch | Miro | Jira | Confluence | Axure