**SUMMARY**

Creative and collaborative UX Designer with 1+ years of UX/UI designer experience looking for opportunities to design meaningful and seamless user experiences. Focused on bringing smiles by creating rewarding experiences through impressive designs. Strengths include problem solving, teamwork and building a project from ideation to execution. An analytical and creative designer with a background in biotechnology coupled with strong research skills and an eye for design principles.

**AWARDS AND CERTIFICATIONS ( Link )**

* University of Arizona UX/UX Bootcamp
* Certified Scrum Master (Scrum Alliance )
* User Experience Researcher
* Learning JIRA software
* HTML Essential Training.

**SKILLS**

* UX Design, UI Design, User Research, Usability Testing, Storyboarding, User Journey, Wireframing, Prototyping, Figma, Adobe XD, Miro Board, HTML, CSS, GitHub, Visual Studio.
* Agile Methodologies, Project Management, Data Interpretation, Quantitative & Qualitative Data analysis, Process Analysis, Regulatory Compliance, Quality Assurance, Banking & Financial Services, Life-Science Services.

**PROJECT EXPERIENCE**

Yellow Slice                                 Phoenix, AZ - 09/2021 - Present

UX Designer

Worked collaboratively with the team to design an intuitive financial advisory web and mobile app.

* Worked closely with the team in the stakeholder workshop to understand the goal and capture requirements.
* Applied user centric approach to ideate and create solutions for financial platforms including home loans, stocks, mutual funds and online investments.
* Conducted competitor analysis to analyze strengths and weaknesses of potential competitors.
* Prepared a Stakeholder summary that conforms to the goals with comprehensive steps and solutions.
* Proactively participated in daily stand-up meetings with the team and supported duties as required.

**Escape Room** Phoenix, AZ - 07/2020 - 08/2021

Designer

Designer for ESCAPE ROOM 101, a game room that provides unique game experiences, including VR, to enthusiastic gamers.

* Worked on identifying the games suiting the locality, population density, age groups etc.
* Conducted competitor analysis to analyze strengths and weaknesses of potential competitors.
* Designed the company logo and worked with the Design and Software Development Vendor teams on the website information architecture and layout.

**Key Accomplishment:** Facilitated the start-up of the project from inception to market launch. Collaborated across multiple teams, including tech and design teams. Managed the timeline for the overall roll out.

**Freelance UX Designer** Phoenix, AZ **-** 04/2021

**Aksharam Mission (**<https://aksharam.us/>)

Worked collaboratively with the team on redesigning the architecture information and layout to better convey the organization's mission and motivate users to get involved.

* Conducted qualitative and quantitative research analysis to validate the user flows.
* Applied user centric approach to conceptualize and redesign information architecture using Miro board.
* Led design critiques, championed collaboration, presented design to executives.
* Worked closely with the stakeholders and product owners to ensure business requirements and user needs are properly met and communicated.

**Key Accomplishment:** Increased page traffic by redesigning homepage and important product pages.

**Skills Used**: User Research, Heuristic Evaluation, Persona Creation, User Testing, Miro Board.

**The US Department of Education Redesign Project** Phoenix, AZ - 03/2021

**UX/UI Designer**

(<https://gayathri-arun.medium.com/u-s-department-of-education-site-redesign-case-study-2c861692017e>)

Redesigned to declutter and organize the heavily loaded information to provide a seamless user experience when finding information.

* Actively involved in all the redesign steps from empathizing, research interviews, ideation to low and high-fidelity mockups.
* Worked closely with the team and followed a highly iterative design process to clearly understand customer needs and crafted interactive, responsive mobile and desktop solutions which encompass new information architecture, navigation, page layout, and engaging UI elements.

**Key Accomplishment:** The updated prototype is intuitive, clear, and displays all contents in a structured manner helping users easily navigate and providing a better search experience.

**Skills Used:** User Research, Persona Creation, Heuristic Evaluation, User Experience Design, Prototyping, User Testing, Figma, Adobe XD, Invision, Miro Board.

**Hope for Children Website Redesign** Phoenix, AZ- 04/2021

**UX/UI Designer**

(<https://gayathri-arun.medium.com/hope-for-children-foundation-website-redesign-5d11f85e9c05> )

Redesigned the website to better convey the mission and activities in a more clear, concise, and enticing manner to motivate users to donate, volunteer or spread the word about its initiatives.

* Worked alongside a small team of three aspiring designers in an Agile environment.
* Led the designers in qualitative and quantitative user research.
* Created Atomic-level UI assets via Figma & Adobe XD.
* Developed UI prototypes for Responsive Navigation using Invision App and Figma.

**Key Accomplishment:** The redesigned mobile and desktop prototype with added relevant features provide better and quick access to the web page's newly and clearly structured content, increasing credibility and awareness.

**Skills Used**: User Research, Persona Creation, User Experience Design, Prototyping, User Testing, Figma, Adobe XD, Invision, Miro Board.

**PROJECT MANAGEMENT EXPERIENCE**

**JP Morgan Chase** Phoenix, AZ - 12/2016 – 06/2017

**Financial Analyst**

* Conducted thorough research and analysis of Chase’s delinquent accounts by effectively auditing, analyzing, and performing loss analysis and constructing a narrative summary of events. Updated findings in an internal database.
* Identified areas of opportunity for accounts leveraging data from profit and loss (P&L) statements and successfully reconciled transactions by comparing and correcting data.

**Key Accomplishment**: Completed critical accounts on time with very less resources.

**Cognizant Technology Solutions** Phoenix, AZ - 03/2015 – 12/2016

**Business Process Analyst**

* Analyzed, serviced, and filed 571 claims as well as loans and escrow expenses ensuring accurate, complete, and timely processing.
* Collaborated effectively with the SMEs to manage and maintain the project information.
* Interacted with Business users and defined project scope and deliverables.
* Conducted knowledge-sharing workshops and trained associates and the offshore team at various levels.

**Key Accomplishment:** One of the handpicked analysts retained when downsizing from 45 to 9. Recipient of Best Employee Award.

**OTHER EXPERIENCES**

Glendale Community College, Glendale, AZ – Biology Adjunct Faculty

Midwestern University, Glendale, AZ – Department of Pathology & Population Medicine

Scigen Biotech, Pune, India – Quality Control & Executive

**EDUCATION**

UI/UX Bootcamp: University of Arizona, Phoenix, AZ

Master’s in biotechnology: Bangalore University, Bangalore, India

Bachelor’s in Biotechnology: Bangalore University, Bangalore, India