

Arthi Srinivasan

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EXPERIENCE DESIGNER

A highly skilled UX Designer with over 12 years of experience delivering user-centric, intuitive digital experiences. I specialize in transforming complex challenges into elegant solutions through extensive research, design thinking, and collaboration with cross-functional teams. My expertise lies in leading design projects from conception to deployment, ensuring designs not only meet but exceed business and user needs.

PROFESSIONAL EXPERIENCE

Infosys

Dec 2014 – Feb 2024

Senior Lead Experience Designer

- Led end-to-end UX design for SaaS products, driving a 30% increase in user engagement and customer satisfaction.
- Conducted in-depth user research, including interviews, surveys, and usability testing, to inform design decisions.
- Analyzed user behavior and feedback to optimize design and user experience.
- Managed multiple design projects simultaneously, ensuring timely delivery within budget constraints.
- Spearheaded the development of a comprehensive design system, ensuring consistent user experiences across products.
- Collaborated closely with product managers, developers, and stakeholders to translate business requirements into intuitive, user-centered design solutions.
- Actively contributed to Agile sprints, adapting quickly to feedback and evolving project needs.
- Mentored junior designers, fostering a collaborative and innovative design culture.

Contus

Dec 2013 – Dec 2014

UX/UI Designer

- Designed user interfaces for e-commerce platforms, enhancing usability and customer conversion rates.
- Utilized wireframing and prototyping tools (Figma, Sketch, Adobe XD) to iterate on designs and gather user feedback.
- Conducted competitive analysis and market research to identify opportunities for UI/UX innovation.
- Developed responsive design solutions for multi-device compatibility.
- Reduced project timelines by utilizing agile design processes, resulting in increased productivity without sacrificing quality.

Daspal Info Tech

Aug 2011 – Nov 2013

UI Designer

- Created responsive designs that adapt seamlessly across different devices and screen sizes.
 - Participated in design critiques, incorporating feedback for continuous improvement of UI designs.
 - Maintained up-to-date knowledge of industry trends and best practices in UI design, applying them when appropriate.
 - Established style guides and pattern libraries to ensure consistency across all projects within the company's portfolio.
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KEY SKILLS

User Research: Proficient in conducting interviews, surveys, usability testing, and data analysis to derive actionable insights.

User-Centered Design: Expertise in designing intuitive, accessible, and engaging interfaces for diverse user groups.

Wireframing & Prototyping: Skilled in creating low to high-fidelity prototypes using Figma, Sketch, and Adobe XD.

Agile Methodologies: Experience working in fast-paced Agile environments, adapting to iterative design cycles.

Information Architecture & Visual Design: Strong understanding of structuring information and applying design principles to create cohesive user experiences.

Collaboration & Communication: Adept at working with cross-functional teams, conveying design concepts to both technical and non-technical stakeholders.

TOOLS & TECHNOLOGIES

- Figma
 - Sketch
 - Adobe CC
 - Miro & Mural
 - Invision
 - Zeplin
 - HTML, CSS & JavaScript
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ADDITIONAL SKILLS

- User Research
 - Usability Testing
 - Accessibility & Inclusive Design
 - Design Systems
 - Interaction Design
 - Storytelling & Presentation
 - Data Visualization
 - Project Management
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EDUCATION & CERTIFICATIONS

Bachelor of Computer Science Engineering

Anna University

Strategic Design Program

RISD