

## ARUN M

UX/UI & Web Designer

📍 London, UK

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## EDUCATION

MSc in User Experience Engineering, Merit | 2022 – 2023

**Goldsmiths, University of London**

Bachelor of Technology in Mechanical Engineering, 1st Class | 2015 – 2019

**Dr. M.G.R. Educational & Research Institute**

## EXPERIENCE

**Smallchess** • UX/UI Designer, Intern • Australia (Remote) • May 25 - Present

Designed SmallGPT and SmallMail, improving onboarding by 18% and boosting engagement.

Enhanced Chess GTM portal, increasing engagement by 15%.

Built interactive prototypes and wireframes, reducing user testing time by 25%.

Conducted research and integrated findings into design decisions.

Collaborated with cross-functional teams to deliver user-centered features.

**Cardinality.ai** • UX/UI Designer • Chennai, India • Mar 21 - Jun 22

Redesigned US government web portals with WCAG standards, increasing engagement 15-18% and reducing errors 25%.

Improved usability of product information management software, boosting task success by 30%.

Built e-commerce sites (Wix, Shopify) with SEO-optimized, no-code/low-code design.

Conducted usability testing and presented prototypes and sales decks to stakeholders.

**IByte Code Technologies** • UX/UI Designer • Chennai, India • Mar 20 - Oct 20

Designed a children's mobile game, increasing retention by 20% through user-centered design.

Added features like reward systems and parental controls based on user research.

Created mobile-first visual designs and mockups.

## SKILLS

**Tools:** Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, Wix, Shopify, Notion, Miro

**Design:** Wireframing, Prototyping, Design Systems, Responsive Web Design, Accessibility

**Research & Testing:** User Interviews, Usability Studies, A/B Testing, Journey Mapping

**Methodologies:** Agile Scrum, Design Thinking, Human-Centered Design, Lean UX

**Technical:** AI Integration, Information Architecture, Low-Code/No-Code Development

**Languages:** English (Professional), Tamil (Native)

## CERTIFICATIONS

Master Diploma in Product Design (CADD Centre), Figma & Adobe XD for UX Design

(AmazonKnet), Professional UI/UX Designer (DesignBoat UX/UI School), Member Certificate

(Interaction Design Foundation - IDF)

## EXTRACURRICULAR

Designed a wearable slap-band buzzer with Sexy Buns Foods, reducing device misplacement by 85% with 90% positive feedback.

Managed university branding, produced design/marketing assets, and organized 2+ national conferences, boosting attendance 25%.