

Arunkumar Govindaswamy

Product/UX/UI Designer

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SUMMARY

- Highly experienced product/UX/UI designer with over 10 years of expertise. Known for a strong focus on systems thinking and leading successful design teams across startups, SMEs, and corporations. Proven track record in creating award-winning digital and physical products, blending technology and art seamlessly.
- Skilled at collaborating with stakeholders, Product Managers, and Tech Leads to develop innovative solutions meeting user needs. Proficient in digital UX design across web, mobile, PDF, and TV platforms, with a deep understanding of AI technology's applications in design. Motivated by continuous learning and driven to explore boundaries, especially in AI and AR/VR, Crypto.
- Thrives on challenges, utilizing creative and technical problem-solving skills. Committed to user-centered design principles, consistently delivering intuitive interfaces and seamless experiences.

EXPERTISE

Skills: User Research, User Interface (UI) Design, Information Architecture, Interaction Design, Prototyping, Usability Testing, Agile Methodologies, Product Management, Accessibility Design, Mobile Design, Analytics and Data Interpretation, Collaboration and Communication, wireframing, prototyping, visual design (typography, color, layout, iconography), workshop facilitation, design systems, presenting, content writing.

Tools: Figma, Sketch, Axure, Adobe Creative Suite, Framer, Webflow, Miro, Mural, Notion, Zeplin, Confluence, Jira

Industries: Government Sector, Healthcare, Banking, Finance, Media Entertainment, Transportation, Automotive, Telecommunications, Education, Real estate, Gaming, E-commerce, Food, and Travel and Hospitality.

Clients: HP, Verizon, Equitas Bank, Apple, OTIS, Microsoft, CAMS, LNTMindtree, Barclays, Citigroup, VMware, ATT, and Dash Hudson.

EXPERIENCE

UX Consultant

Mar. 2024 – till now

Grethena, Contract role

London, UK

- Conducting thorough market research to grasp consumer preferences, industry trends, and competitor offerings in car rental and buying sectors.
- Collaborating with internal teams (marketing, sales, product development) to align brand experience strategies with business goals.
- Developing and executing brand positioning strategies to differentiate Gargash Group's car rental and buying services.

Lead UX/UI Designer

Jul. 2021 – Feb. 2024

LTIMindtree.

London, UK

- Enhanced Microsoft's ad campaign flow to customize user experiences, resulting in reduced Time-to-Market (TTM), heightened user engagement, and a notable 50 Percentage increase in sales for key clients.
- Designed visually appealing and user-friendly interfaces for Co-pilot AI tools, emphasizing clarity, consistency, and accessibility while ensuring alignment with Microsoft's design guidelines.
- Crafted seamless systems for the Apple Store, simplifying highly complex issues into clean, focused solutions to enhance custom interactions
- Applied Design Thinking methodology to optimize a Digital Ecosystem, incorporating data analytics, personalized financial details, and improved user experiences, resulting in a remarkable 50 percentage increase in productivity.
- Led the creation of comprehensive customer journey maps and initiated the OTIS design system, revamping mobile and web applications for the company.
- Collaborated with cross-functional teams to develop user-centric design solutions for banking and financial services applications.
- Conducted user research to uncover needs, behaviors, and motivations, contributing to elevating the quality of UX research within the organization.
- Collaborated with designers, product owners, and strategy teams to inform product development, independently prioritizing, scoping, and planning research activities.

- Effectively communicated research findings to stakeholders through clear and concise presentations and reports tailored to different audience levels.
- **GoMax - The Hall of Fame award from customer (2022) — Client - Apple**

UX/UI Design Lead

Jul 2020 - Jun 2021

CAMS

Chennai, India

- Developed plans for overhauling software applications, engaging stakeholders to discuss risks and dependencies. Conducted a UX audit aimed at achieving a 1 million revenue increase through redesigned products.
- Spearheaded the design of CAMS, an advanced investment solution using the OutSystems framework, as the product designer for Edge 360 apps. CAMS emphasizes team collaboration and dynamic asset management, garnering recognition from prominent media outlets like Times of India and BBC for its user-friendly interface.
- Committed to maintaining high-quality standards and proficient in working within design systems to enhance user experiences. Created clear and intuitive interactions with strong visual design, resulting in increased user satisfaction (+11 Percentage) and perceived findability of information (+9 Percentage) in redesigned applications.
- Significantly reduced bounce rate (-40 Percentage) on the mobile Edge 360 app and website, while achieving a 70 Percentage reduction in time spent uploading documents.
- Led research efforts with stakeholders and users to redesign the Back-Office system, conducting early concept testing to validate assumptions and improve solutions before implementation.
- Played a key role in establishing a design language and fostering better collaboration between designers and developers.
- Defined delivery plans and workflows, estimated effort, and set milestones while refining plans across different accounts.
- Proactively identified and addressed problems throughout the design process, leading the UX team on specific projects to ensure excellence, collaboration, and alignment across teams.
- **In the top newspapers, the launch of the CAMS Edge360 mobile app for easier access to mutual fund investors and distributors has been published. One such publication is in The Economic Times.**

Product Designer

OCT 2017 - Jul 2020

Equitas Banking

Chennai, India

- Managed an eight-member design team reporting to the CTO, overseeing product experience and front-end delivery for four major application releases.
- Enhanced user experience in the truck booking app, resulting in a 75 percentage increase in usage among customers and drivers.
- Achieved an impressive 819 Percentage increase in conversion rates for the redesigned personal banking and selfie-based application.
- Conducted product definition and UX requirements workshops, co-creation sessions, and innovative testing methods to address complex challenges and ensure user satisfaction.
- Collaborated closely with client and project teams, including project managers, developers, subject matter experts, and UI designers, to shape the overall user experience vision aligned with business objectives.
- Championed customer-centric thinking throughout the design process, from initial research phases to final design stages.
- Oversaw the delivery of low and or high-fidelity wireframes, communicating rationale to clients and internal teams.
- Elevated UX outputs, ensuring excellence in presentation, adherence to best practices, and alignment with specific brief requirements.
- Directed the production of journey maps, personas, scenarios, process flows, and information architecture diagrams to develop and evolve product definition and user experience design.
- **Was awarded, "Best Performer of the Year (2018) — Equitas Banking — Logistics**

Senior UX Designer

Jul. 2021 – Feb. 2024

UST Digital, Client - Verizon.

London, UK

- Participates and, where necessary, leads the UX sections of new business pitches, helping to define the approach, estimating effort, and articulately presenting the approach to prospective clients.
- Collaborate closely with client and project teams, including senior stakeholders such as project managers, developers, subject matter experts, and UI designers, to shape the overall user experience vision and align it with business objectives.
- Drive customer-centric thinking throughout the design process, from initial research phases to final design stages.
- Generate design concepts for multi-channel projects, spanning editorial, video, print, out-of-home (OOH), digital, and events.

- **Customer Satisfaction Award — Verizon — ATT**

Senior UX/UI Designer

Jan 2012 - Jul 2016

VLSA International Services

Chennai, India

- I worked as a senior UX/UI designer on multiple products. Build and manage the product roadmap, along with managing stakeholders and delivering a world-class user experience.
- Performed Creative Design practices, especially for the Asia Europe market. Primarily delivering several intuitive creative digital solutions or websites, intranet portals, web/mobile-based applications, corporate/marketing communication material, etc.

User Research

Jan 2008 - Nov 2011

Hewlett Packard

Chennai, India

- Derived personas from foundational research studies that improved internal team team alignment and guided product feature development for HP software Products.
- Conducted generative and evaluative research for various HP Software product features which informed design iterations.
- Led mixed-methods research for site IA, content strategy and UI throughout HP.com website migration and redesign cycle.
- **Awarded Best Performer (6 times) during the period of HP employment.**

EDUCATION

IIBM

Delhi, India

Master in Information Systems

2014 - 2015

Madras University

Chennai, India

Bachelors in Chemistry

2002 - 2005

CERTIFICATIONS

Google UX Certification

Credential ID BKYSRN2G4ZYL - Issued Nov 2023