ARUN KUMAR MANIKANDAN

UX/UI Designer| Service Designer

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📍 London, United Kingdom

SUMMARY

A dynamic, technically savvy and incredibly motivated UX/UI Designer with over 3 years experience in transforming the user journey by blending design ton WordPress HCI principles to deliver visually appealing and highly functional products. Based in London with a master's in User Experience Engineering from Goldsmiths, University of London, skilled in creating intuitive, user centred products across various platforms. With excellent interpersonal skills and a collaborative, dedicated to enhancing user-friendly interfaces by taking bold steps to trial new technologies and explore new ideas, leading the end-to-end UX process with commitment, innovation and a vibrant team-focused approach.

EXPERIENCE

Product Designer & Technical Project Lead
05/2024 - Present

spiZ 360
London, United Kingdom

- **Leading the UX/UI design:** I conceptualized, designed, and developed a web-based software solution for creating interactive 360° product views.
- **Using low-code and no-code tools:** I crafted a user-friendly platform featuring self-service image generation and QR code-enabled digital catalogs.
- **Managed project lifecycle:** From ideation to deployment, delivering innovative solutions tailored for e-commerce, retail, and restaurant industries.

Design Researcher
09/2022 - 10/2023

Edpuzzle
London, United Kingdom

- **Design-thinking study:** As a study lead on EdPuzzle, investigated user experiences and implemented continuous improvements across interactive videos, assessing UI functionality and initiating change to drive improvements.
- **Production:** Fostered a strong rapport with Educators, specialising in video editing, question integration, and user-friendliness, ensuring issues with interactive videos were resolved swiftly using EdPuzzle

UX UI Designer
03/2021 - 06/2022

Cardinality.ai
Chennai, India

- **Seller experiences:** Partnered with US-based teams/stakeholders to explore, improve and redesign the user experience, defining requirements, mapping journeys, identifying use cases and prototypes.
- **Testing:** Created a culture of continuous improvement by validating designs with usability testing for product information management (PIM) software.
- **US government clients:** Redesigned web portals for clients including Georgia Medicaid and Oregon Juvenile Justice, maintaining strong communications with clients to integrate feedback and ideas into web design.
- **15-18% increase in user engagement:** Strengthened the brand-user relationship by improving user flows and introducing new features including AI chatbots and optical character recognition.

UX UI Designer
03/2020 - 10/2020

iByteCode Technologies
Chennai, India

- **Children's mobile game:** Project managed the design element of the game with full ownership of visual assets and UI, aligning the style, content and interaction in line with the target age group and safeguarding protocols.
- **Team engagement:** Promoted a collaborative team framework, working with cross-functional teams and senior evel stakeholders to develop user-friendly, functional mobile app designs.
- **Data oriented design:** Deep dived into intelligence, target market analysis and the latest UI and UX innovation/trends to develop designs for service provider clients

Design & Publication Manager
05/2018 - 04/2019

Dr. M.G.R. Educational and Research Institute
Chennai, India

- **Brand architecture:** Standardised brand communications across all publications including the design of promotional and printed materials.
- **Team engagement:** Coordinated a student volunteer team, provided ongoing mentoring and guidance across esign principles.
- **Events:** Organised and launched a portfolio of high-profile national level conferences (Time '18, YANTRAM '18).

SKILLS

User Research

Qualitative/quantitative research ·
User Interviews · Usability Testing ·
Surveys · User Persona · Journey Mapping ·
Information Architecture ·
Heuristic Evaluation · Competitor Analysis

UX/UI

Wireframing · Prototyping ·
Responsive Web/Mobile App Design ·
Visual Design · Design System

Methods

Design Thinking · User-Centred Design ·
Human-Computer Interaction · A/B Testing

Tools

Figma · Adobe XD · Photoshop · Illustrator ·
Miro · Premiere Pro · WordPress · Wix ·
Framer · Webflow

CERTIFICATION

Figma and Adobe XD for UX Design
Amazon Knet

Master Diploma in Product Design
CADD Centre

Professional UI/UX Designer
DesignBoat UXUI School

EDUCATION

MSc in User Experience Engineering
Goldsmiths, University of London
09/2022 - 09/2023   London, United Kingdom

B.Tech in Mechanical Engineering
Dr. M.G.R. Educational and Research Institute
09/2015 - 05/2019   Chennai, India

PUBLICATION

📄 Research Gate DOI:
10.13140/RG.2.2.29133.65764.