

Arun Kumar Manikandan

Transforming the user experience with high impact UX & UI design

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A dynamic, technically savvy and incredibly motivated UX/UI Designer with over 3 years experience in transforming the user journey by blending design thinking with 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.

Expertise

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

UX/UI Design: Wireframing, Prototyping, Responsive Web/Mobile App Design, Visual Design, Design System

Methods: Design Thinking, User-Centered Design, Human-Computer Interaction, A/B Testing

Tools: Figma, Adobe XD (design, prototyping, micro animations, wireframing and prototyping), Photoshop and Illustrator (graphic design and asset creation), Miro (mind mapping and collaborative ideation), Premiere Pro (video editing and motion graphics), WordPress, Wix, Framer and Webflow (rapid website prototyping and website building).

Professional Experience

Product Designer & Technical Project Lead - Freelancer

May 2024 - Present

- **Leading the UX/UI design and development :** For a web-based platform for sellers to create interactive 360-degree product photos, and a virtual reality mobile app for at-home cognitive behavioural therapy. Using no-code and low-code development techniques to deliver accessible and fast facing development cycle.
- **Collaborated with food court restaurants :** Improved the design of pager systems, focusing on enhancing their functionality and aesthetic appeal. Played a key role in creating and implementing wearable technologies and point-of-sale integrations, resulting in enhanced customer engagement and overall experience.

Design Researcher - Edpuzzle

Jan 2023 - Oct 2023

- **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 - Cardinality.ai

Mar 2021 - Jun 2022

- **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.
- **12% increase in the frontend development lifecycle :** Achieved growth by designing a detailed website and brand style guide for Cardinality.ai.

- **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 - IByte Code Technologies Pvt Ltd

Mar 2020 - Oct 2020

- **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 level 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 - Dr. M.G.R Educational and Research Institute

May 2018 - Apr 2019

- **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 design principles.
- **Events:** Organised and launched a portfolio of high-profile national level conferences (Time '18, YANTRAM '18).

Education

MSc. User Experience Engineering

Sept 2022 - Oct 2023

Goldsmiths, University of London

Modules : Computing the UX · Human Factors · Research Methods · Digital Sandbox · Designing Information & Services · Interaction Science · Applied Topics · Physical Computing

B.Tech in Mechanical Engineering

Sept 2015 - May 2019

Dr. M.G.R. Educational and Research Institute

Certification

Certificate of Membership - *Interaction Design Foundation*

Figma and Adobe XD for UX Design - *Amazon Knet*

Foundations of User Experience Design - *Google*

Master Diploma in Product Design - *CADD Centre*

Professional UI/UX Designer - *DesignBoat UXUI School*

Publication

Exploring User Experience Improvements in Interactive Video Production: A Design Thinking Study with Educators on Edpuzzle

Research Gate DOI: [10.13140/RG.2.2.29133.65764](https://doi.org/10.13140/RG.2.2.29133.65764).