Pallath Arathi Haridas

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Education

**Indiana University, Bloomington	M.S. Human Computer Interaction**	**Aug 2024 – May 2026**
**Dream Zone School of Creative Studies	Master Diploma Interior Architecture and Design**	**Jan 2020 – May 2021**
**University of Madras, M.O.P. Vaishnav College for Women	B.Sc. Visual Communication**	**Jun 2017 – Apr 2020**

Experience

Product Designer | Freshworks   **May 2022 – Aug 2024**

- Led the integration of 100+ apps by collaborating with developers and product managers, resulting in a 26% increase in customer adoption in 2024, including conducting user research and competitive analysis to ensure alignment with user needs.
- Directed multiple projects in Freddy AI, such as Sentiment Analysis and Automations, by leveraging Maze and Figma for user testing and design collaboration.
- Developed the Freddy Design System from scratch, incorporating feedback from cross-functional teams to standardize design practices.
- Engineered interactive visualization prototypes using Figma over six months to enhance user engagement, achieving a 30% increase in design approval rates by quickly iterating based on Maze feedback.

UX Designer | Infosys   **Mar 2021 – May 2022**

- Redesigned airport signages by ensuring compliance with accessibility standards, conducting user testing, and performing heuristic evaluation, which significantly improved the flight experience and accessibility.
- Enhanced the end-to-end kiosk experience through iterative design improvements and field research, synthesizing research results, and incorporating user feedback, which strengthened client relationship and laid the groundwork for future projects.
- Conducted benchmark studies to evaluate industry best practices in airport UX design, leveraging insights to shape a user-centered strategy that led to a 20% increase in passenger satisfaction scores.

UI Designer | Mentor Match   **Dec 2020 – Jun 2021**

- Designed the Mentor Match application, by applying user-centered design principles, conducting user interviews, competitor analysis, and creating high-fidelity prototypes, resulting in a design that effectively met user needs.
- Enhanced the UI with Illustrator and optimized user journeys using Adobe XD, boosting task completion rates by 30%.
- Developed intuitive wireframes and interaction designs, improving online tutoring experiences and user engagement.

Skills and Abilities

Design and Research Skills: Design thinking, Design Strategy, User Experience Design, Wireframing, Information Architecture, Interaction Design, Usability Testing, Design Systems, Branding, iOS/Android App Design, Responsive Web Design, User Interviews, User surveys and Questionnaires, Usability Testing, A/B Testing, Design Documentation, Competitor Analysis, Persona Development, Journey Mapping, Heuristic Evaluation

Design Toolsets: Figma, Adobe XD, Sketch, InVision, Adobe Creative Suite, Miro, Notion, Maze

Soft Skills: Leadership, Critical Thinker, Agile Methodology, Cross-Functional Collaboration, Communication, Adaptability, Problem Solving, Project Management, Strategic Thinking

Awards and Honors

- **Craftsmanship Award, Q3 2023:** Recognized for excellence in product development during the R&R league.
- **Design Ninja Award, Q2 2022:** Recognized for leading multiple tracks and delivering a brand faithful, efficient flight information system.
- **Best Project Award, Q2 2022:** Recognized for exceptional UX expertise in a B2C system, contributing new digital capabilities to the aviation domain for WONGDOODY, Infosys.
- **People's Choice Award - Adobe Creative Jam 2021:** Awarded for showcasing video as a powerful communication tool using Adobe Premiere Pro.