Arjun Raghavan V

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EDUCATION

Indiana University Bloomington   **Aug 2024 – May 2026**
Master in Human-Computer Interaction (MHCI/d) | CGPA 3.9/4   Bloomington, IN
- Associate Instructor – Undergraduate Capstone Project (INFO I494)

National Institute of Technology, Calicut   **Jul 2018 – May 2022**
B.Tech Electronics & Communications Engineering | CGPA 7.71/10   Calicut, India
- Head of Design – AV Club

WORK EXPERIENCE

Senior Consultant (UX)   **Jul 2022 – Aug 2024**
LTIMindtree Ltd.   Bangalore, India
- Increased feature adoption by 15% for Honeywell's executive hiring platform through development of over 50 comprehensive solutions using HTML, CSS, and JavaScript via ServiceNow based on user insights and feedback.
- Developed targeted usability experiments engaging 5+ participants each round aimed at achieving defined research goals, providing measurable improvements through direct modifications based solely upon participant feedback focused entirely within tight timelines before launch deadlines.

Product Designer - Contractor (Remote)   **Nov 2022 – Apr 2024**
Sodality Technologies Corp.   New York City, NY
- Achieved a 29% increase in Ping's user base, growing from 11,000 to 14,200 users by implementing user-centered design strategies that enhanced app experience based on insights gleaned from surveys and usability testing.
- Drove a significant boost in retention metrics with a higher D30 rate of 20%, surpassing industry benchmarks through iterative improvements informed by A/B testing and detailed analysis of app performance data.
- Created and implemented end-to-end user journeys for three engaging social media apps through the development of more than 100 digital assets alongside cross-functional teams, resulting in a 10-15% reduction of handoff errors between departments.

SKILLS

- **Competency:** UI/UX Design, Product Management, Interaction Design, Motion Design, Mobile & Web Design
- **UI/UX skills:** User Personas, Usability Testing, Information Architecture, Design systems, Wireframing, Prototyping, Typography, Branding
- **Tools:** Figma, FigJam, Miro, Framer, Webflow, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, InVision, Trello (Agile), Notion (Documentation), Jira (Scrum), Asana (Task Management)
- **Certifications:** UI/UX Design Specialization - CalArts (Coursera), Foundations of UX design - Google (Coursera)

PROJECTS

Kroger x Instacart (I590 Studio Project)   **Aug 2024 – Dec 2024**
Improving Post-Purchase 'Exchange/Refund' Process for Pickup Orders
- Redesigned the post-purchase exchange and refund process for Kroger on Instacart by implementing a two-phased system; user testing results showed resolution time decreased by 40%, enhancing overall customer satisfaction.

True Cents (Personal project)   **Nov 2023 – Aug 2024**
A personal finance app
- Launched a personal finance app within a timeline of four months, developing a comprehensive design system while integrating insights gathered from more than 30 beta testers to elevate user experience metrics dramatically.