

# ArjunLingam Jayaraman

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## Summary

UX/UI Designer with 3+ years of experience creating user-centered, AI-driven digital solutions that improve usability and engagement. Specialized in transforming complex ideas into visually compelling, user-friendly interfaces across UX, UI, and visual design. Proficient in Figma and leading design tools, with a strong eye for detail, aesthetics, and functionality. Designed 50+ high-fidelity interfaces, improving usability scores by up to 30% and increasing user engagement and conversions.

## Skills

### Product Design & UI/UX

User research, persona development, journey mapping, wireframing, prototyping, information architecture, high-fidelity UI design, advanced interactive prototyping, usability testing

### Design Systems & Scalable UI

Component libraries, UI kits, style guides, brand consistency, scalable systems thinking, accessibility (WCAG 2.1), responsive and cross-platform design

### Design Tools & Software

Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe XD, 3ds Max, Blender

### AI-Driven Design & Workflow Optimization

OpenAI tools, Claude, Relume AI, Figma AI (Figma Make), Google Stitch  
Applying AI for rapid prototyping, UX research synthesis, and design automation

### Design Methodologies

Design Thinking, user-centered design (UCD), iterative design .

### Strategy & Product Thinking

Competitive analysis, content strategy, market research, problem framing, user-first product thinking

### Collaboration & Leadership

Stakeholder communication, cross-functional collaboration (design, product), project management, critical thinking, proactive ownership

### Productivity & Business Tools

Microsoft Office Suite, documentation, presentation, and reporting

## Experience

### Freelance Designer | 07/2024 - Present | Freelance Designer

- Managed various design projects to ensure timely delivery and high-quality output.
- Collaborated with stakeholders to understand business goals and translate them into design solutions.
- Implemented WCAG accessibility compliance guidelines in all design projects for inclusivity.
- Maintained brand consistency and enhanced visual elements to contribute to team success.

### UX/UI Designer | 07/2025 - 04/2026 | Photon Interactive | Chennai

- Implemented AI tools and conducted end-to-end user research with 100+ users, reducing research time by 30% and increasing user satisfaction by 20%.
- Designed 50+ high-fidelity, accessible interfaces in Figma, improving usability scores by 30%.

- Built and maintained a scalable design system with 60+ components and iterated using analytics, reducing UI inconsistencies by 40% and increasing user engagement by 25% and conversions by 15%.
- Conducted user research (interviews, surveys, usability tests) to uncover customer needs and translate findings into actionable design insights.
- Maintained design consistency through scalable design systems, component libraries, and UI kits.

#### **Digital and marketing designer | 12/2023 - 02/2024 | Blackmont Consulting · Internship**

- Designed visually compelling digital content for social media and marketing campaigns, contributing to a measurable uplift in brand-consistent output.
- Managed project timelines and resource allocation across concurrent briefs with 95% scheduling accuracy, consistently meeting deadlines.
- Maintained strict brand consistency across typography, color, layout, and imagery for all client-facing materials.

#### **Digital Designer | 07/2023 - 09/2023 | YourFootprint | Remote**

- Developed and executed a social media content plan that increased platform engagement and audience reach by approximately 70%.
- Conducted user research (interviews and surveys) to gather behavioural insights, translating findings into targeted content and design improvements.
- Designed mock-up templates and visual assets that strengthened brand recognition and audience trust across channels.
- Monitored competitor activity and industry trends to keep content strategy current and positioning sharp.
- Created and maintained a visually appealing and consistent brand presence on social media.
- Gathered insights about user preferences and behavior through interviews and surveys.

### **Education**

**BACHELOR OF SCIENCE IN VISUAL COMMUNICATION | AGURCHAND MANMULL JAIN COLLEGE | Chennai , Tamil Nadu**

06/2016 -05/2019

**MASTER OF ARTS IN DESIGN ADVANCED PRACTICE | University of Teesside | Middlesbrough, North Yorkshrine**

01/2021 -03/2023

### **Certificates**

- AI for Designers (IxDF), Top 10% Distinction (2026)
- UMO DESIGN CHALLENGE 2020 FINALIST Ux aspristanz
- DELGATE IMUN CONFERENCE international model united nations
- Chalkathon Design thinking workshop, Kreative storm -Graphic design Training