

Arthy Natarajan

User Experience Designer

arthynatarajan@icloud.com | in/arthynatarajan

EDUCATION

Kennesaw State University

Interactive Design, Bachelor of Science; Minor in Technical Communication

Cumulative GPA: 4.0/4.0; Honors Student; President's List all semesters

Kennesaw, GA

Expected May 2025

PROJECTS

ColorMe Mobile App

Scrum Master, UX Researcher, UI/UX Designer

Oct 2024 – Present

- Guide team through Agile sprints using the Lean UX methodology to create a mobile app prototype
- Consider both business and user outcomes to formulate hypotheses and create MVPs
- Lead interface design and prototyping efforts in Figma

Hooty Hoo! Mobile App

Team Lead, UX Researcher, UI/UX Designer

Feb 2024 – Apr 2024

- Organized meetings to keep team on track for project completion on a tight 9-week timeline and ensured productivity by delegating tasks appropriately and providing support
- Moderated user interviews and created user personas based on interview data
- Directed team and engaged in constructing and designing a high-fidelity mobile app prototype in Figma

UX Process Website

Team Lead, Lead Web Developer, Lead UI/UX Designer

Aug 2023 – Dec 2023

- Facilitated team efforts by fostering communication and oversaw project timelines to guarantee efficiency
- Coded functional, fully responsive site using HTML/CSS, and the Bootstrap framework

EXPERIENCE

Kennesaw State University

IxD Research Assistant

Kennesaw, GA

Aug 2024 – Present

- Conduct research on contemporary design curricula in the United States to discover and analyze patterns
- Manage collection and organization of data using Google Sheets and Google Docs

ADDITIONAL

Skills: User Interface Design, Prototyping, Visual Design, Brand Identity, User Research, Personas & User Stories, Usability Testing, Wireframing, Front-End Development (HTML/CSS, Bootstrap)

Tools: Figma, FigJam, Adobe CC (After Effects, Photoshop, InDesign, Illustrator), Microsoft Office, Notion

Methodologies: Goal-Directed Design, Lean UX, Agile

Accomplishments: Won a book cover design competition for an open-source textbook (*Instructional Design Basics: A Primer for Technical Communicators* by Tiffani Tijerina and Dr. Tamara Powell) and will be published

Languages: Fluent in English, Tamil