Arthy Natarajan

User Experience Designer

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EDUCATION

Kennesaw State University   Kennesaw, GA
Interactive Design, Bachelor of Science; Minor in Technical Communication   Jan 2022 – May 2025
Cumulative GPA: 4.0/4.0; Summa Cum Laude; Honors Scholar; President's List all semesters

PROJECTS

LessonUp Desktop App
Project Lead, UX Researcher, UI/UX Designer   Jan 2025 – Apr 2025
- Coordinated a team of 6 members and handled end-to-end project management plus team alignment
- Executed qualitative research through 5 user interviews and 5 usability tests to validate design decisions as well as identify and address user pain points
- Spearheaded wireframing and prototype creation in Figma by translating research into intuitive workflows

ColorMe Mobile App
Scrum Master, Lead UX/UI Designer, UX Researcher   Oct 2024 – Nov 2024
- Guided team through Agile sprints on a tight 6-week timeline using the Lean UX methodology
- Considered multiple business and user outcomes to formulate hypotheses and create MVPs
- Drove interface design and prototyping efforts in Figma by ensuring aesthetic consistency across 25+ screens while considering user needs derived from conducted research

Hooty Hoo! Mobile App
Project 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 synthesized a persona grounded in derived insights from user research
- Directed team and engaged in constructing and designing a high-fidelity mobile app prototype in Figma

EXPERIENCE

Kennesaw State University   Kennesaw, GA
IxD Research Assistant   Aug 2024 – Dec 2024
- Conducted research on contemporary design curricula in the United States to identify and analyze patterns
- Managed collection and organization of data for 150 institutions using Google Sheets and Google Docs

ADDITIONAL

Skills: User Interface Design, Prototyping, Visual Design, Team Leadership, User Research, Personas & User Stories, Usability Testing, Heuristic Evaluation, Wireframing, Front-End Development

Tools: Figma, FigJam, Adobe After Effects, HTML5 & CSS3, Bootstrap, Visual Studio Code, Microsoft 365, Google Suite, Notion, Basic Python & Java

Methodologies: Goal-Directed Design, Lean UX, Scrum, Agile

Accomplishments: Won 1st place in a book cover design contest for an upcoming textbook publication