

Arthy Natarajan

User Experience Designer

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EDUCATION

Kennesaw State University

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 and handled end-to-end project management and cross-functional collaboration
- Executed 5 user interviews and 5 usability tests to validate decisions and recognize and address pain points
- Spearheaded advanced prototype creation in Figma with complex interactions and a global design system
- Presented app to 100+ people at a showcase and delivered clear and engaging product demonstrations

ColorMe Mobile App

Scrum Master, Lead UX/UI Designer, UX Researcher

Oct 2024 – Nov 2024

- Guided team of 4 through 2 Scrum sprints on a tight 6-week timeline using the Lean UX methodology
- Considered business and user outcomes to formulate and test 9 hypotheses through MVP iteration
- Designed and prototyped 25+ Figma screens while being user-focused and maintaining visual consistency

Hooty Hoo! Mobile App

Project Lead, UX Researcher, UI/UX Designer

Feb 2024 – Apr 2024

- Led a team of 5 on a 9-week timeline by organizing meetings and delegating tasks to ensure productivity
- Synthesized a user persona grounded in derived insights from research obtained through 5 user interviews
- Directed prototype development in Figma and refined designs while considering usability testing feedback

EXPERIENCE

Kennesaw State University

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
- Compiled findings from 50+ sources into consolidated reference documents for ease of access to data

CERTIFICATIONS

NVIDIA: AI for All: From Basics to GenAI Practice

Aug 2025

Mendix: Rapid Developer Certification

Mar 2025

ADDITIONAL

Skills: User Interface Design, Prototyping, Visual Design, Team Leadership, Project Management, User Research, Personas & User Stories, Usability Testing, Heuristic Evaluation, 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