

# DINESH ARJUNAN

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## PROFESSIONAL SUMMARY

With a Master's degree in User Experience Design, a passionate and innovative UX Designer armed with a unique blend of artistic flair from a previous role as a Graphic Designer. I'm on a mission to bridge the worlds of aesthetics and user experience, eager to apply a multidisciplinary skill set to craft intuitive, visually stunning, and user-centric digital experiences that break the template and leave a lasting impact. Committed to leveraging design expertise to contribute to innovative and effective UX solutions while continuously expanding knowledge in the field.

## WORK HISTORY

### Graphic Designer, 01/2021 to 12/2021

#### Genify Corporate Solutions - Chennai, India

- Generated visually appealing graphics, videos, and animations, yielding 25% increase in user engagement on company's website.
- Managed and executed content schedule, resulting increase in website traffic and improvement in user interaction, alongside regular website updates.
- Collaborated with senior graphic designers and UI/UX designers to revamp and rebrand digital assets on online platforms.
- Established and operated independent graphic design venture specializing in realistic illustrations, exceeding clients' preferences, resulting in 30% increase in customer referrals and revenue growth.
- Produced diverse range of illustrations tailored to unique needs of various businesses, including realistic and flat illustrations, aligning seamlessly with specific brand aesthetics and objectives, which increased customer retention and improved customer satisfaction ratings.

### Program Analyst, 01/2019 to 12/2020

#### Generation Infinite Machines - Chennai, India

- Employed variety of evaluation techniques to evaluate program's functionality and performance to determine its efficacy and efficiency.
- Participated in research, workgroup sessions with program administrators, planners, and relevant officials, contributing to 15% increase in collaboration effectiveness.
- Suggested actions to ensure efficient and effective utilization of program's resources.
- Analyzed project plans and risk assessment data to determine project capability to achieve required goals, considering both program-level and agency-wide perspectives, resulting in 10% increase in successful project outcomes.
- Monitored program progress and delivered status updates to senior management, ensuring timely decision-making and reduction in project delays.

## CONTACT

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## SKILLS

### RESEARCH

- User Research
- User Interviews
- Data Analysis
- Contextual Inquiry
- Usability Testing
- Project Management

### DESIGN

- User Experience Design
- Graphic Design
- Personas
- Storyboards
- Wireframes
- Prototyping
- User Journey Mapping

### TOOLKIT

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Procreate
- Miro

## EDUCATION

### Master of Science, User Experience Design, 03/2023

Kingston University - London

### C.Tech Higher Degree, Graphic and Web Design, 06/2021

Image Creative Education - Chennai, India

### Bachelor of Engineering, Computer Science, 11/2020

St. Joseph's Institute of Technology - Chennai, India

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