

NIVETHA ARULMURUGAN

UI/UX Designer

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WORK EXPERIENCE

SD Innovations / UI/UX Designer

JUL 2024 – PRESENT, CHENNAI, INDIA

Architected and shipped redesign of campaign management platform serving Fortune 500 companies (Amazon, Delta) with 500K+ active campaigns. Drove end-to-end product design ownership—conducting user research, iterative usability testing, and heuristic evaluation to uncover optimization opportunities. Engineered interaction patterns and streamlined user flows for complex multi-stakeholder workflows, eliminating workflow friction and reducing task completion steps. Constructed scalable design system components with comprehensive documentation and design tokens, accelerating delivery across teams. Orchestrated stakeholder alignment across product, engineering, and customer success through iterative feedback cycles and data-informed decision-making.

Pingus / UI/UX Designer

FEB 2024 – MAR 2025, CHENNAI, INDIA

Shipped and optimized 10 production e-commerce platforms on Shopify And Wix, achieving 60% revenue growth and 50% spike in client enquiries through design-led improvements. Conducted user research and competitive analysis; translated insights into wireframes and prototypes. Engineered responsive, mobile-first interfaces with WCAG AA accessibility compliance, ensuring inclusive user experiences. Orchestrated conversion rate optimization (CRO) through iterative A/B testing and user behavior analytics. Crafted strategic content and microcopy to enhance platform clarity and user engagement.

Brandcode / UI/UX Designer (Freelance)

APR 2025 – JUN 2025, REMOTE

Architected and delivered responsive websites using design thinking methodology and systematic heuristic evaluation. Executed comprehensive user research and competitive analysis to inform strategic design decisions and validate design solutions.

EDUCATION

Web D School / Advanced Graphic & UIUX Design

2023, CHENNAI

SRM School of Architecture / B.Arch

2018 – 2023, CHENNAI

PROFESSIONAL SUMMARY

Product designer with 2.5+ years architecting user-centered solutions for enterprise B2B platforms and SaaS products. Specialized in designing complex multi-stakeholder systems, scalable design systems, and conversion-optimized experiences. Leveraging architecture background to deliver research-validated designs through user interviews, usability testing, and cross-functional collaboration. Expertise spans interaction design, information architecture, mobile-first strategy, and AI-integrated workflows.

TECHNICAL SKILLS

Design & Interaction

- User research & interviews
- User flows & journey mapping
- Information architecture
- Wireframing & prototyping
- Responsive & mobile design
- A/B testing & analytics
- Design sprints
- Agile & heuristic evaluation
- Usability testing

Systems & Accessibility

- Design systems
- WCAG AA/AAA compliance
- Cross-functional collaboration
- Growth Optimisation

AI & Tools

- Figma (advanced)
- Adobe Suite, Framer
- AI (ChatGPT, Claude, Figma Make, Lovable)
- Shopify, Webflow
- AI augmented design workflows