

# SHERIN ARULMARAN

[sherinarulmaran@gmail.com](mailto:sherinarulmaran@gmail.com) | +4407393137666 | [www.linkedin.com/in/sherinarulmaran](http://www.linkedin.com/in/sherinarulmaran) | [sherinarulmaran.com](http://sherinarulmaran.com)

## SUMMARY

Graduating with a Master's in Human-Computer Interaction from Newcastle University, I have 1.5 years of UI/UX Design experience and 2.5 years as an Architect. Experienced working in Agile environment, I excel in implementing project strategies to deliver user-centric solutions that boost business profitability. I am seeking a role as a UI/UX Designer role and have the right to work in the UK.

## SKILLS

**Programming Language:** JavaScript, HTML, CSS, Java.

**Design Tools:** Figma, Framer, InVision, Blender, Sketch, Adobe Illustrator, Adobe creative suite (Adobe Photoshop, , Adobe XD, Adobe Illustrator Adobe After Effects, Adobe InDesign)

**Design Skills:** User Experience Design, User Interface Design, Wireframing, Prototyping, Responsive Web Design,

**Research & Testing Methodologies:** User Research, Usability Testing, A/B Testing, Heuristic Evaluation, Contextual Inquiry, Card Sorting, Personas and Scenarios, Customer Journey Mapping

**Design Methodologies:** Design Thinking, Lean UX, Agile UX (including Scrum frameworks), User-Centered Design (UCD), Double Diamond.

## WORK EXPERIENCE

**Product Designer** | XeA Innovations Pvt. Ltd | July 2022 – Aug 2023 | Bangalore, India

- Designed a “Change Apartment” page within the personal account, reducing apartment shift wait time by 9% and increasing occupancy rates in vacant apartments by **7.5%** through research driven iterations.
- Reduced in-person payment by **15 %** and boosted online rent payment by **12.5%** by improving navigation to colive payment page and redesigning monthly rent payment page through 10+ user tests.
- Revived a stalled project for the KMC hospital urology department by aligning design with the client’s existing system, resulting in a 30% faster completion time and boosting client trust.
- Collaborated within an Agile development environment, actively participating in sprint planning, design iterations, and sprint reviews to deliver the “Success Payment” and “Booking” features for Colive App.
- Translated design thinking into tangible solutions through storyboards, user flow diagrams, and wireframes, delivering clear requirements reducing refinements by **20%**.

**User Experience Designer** | ICSC - Lilies leaf trust | June 2024 - July 2024 | London, Uk

- Evaluated website with heuristic evaluation methods, identified design issues and provided solutions that increased donations by **3 per week**.
- Designed and implemented the Anti-Apartheid CML first newsletter with clear events information and improved navigation to the registration page increasing events registrations by **7.5%**.
- Enhanced User Experience across Anti-apartheid CML website by improving the subscription page, Events registration and Donation page.

**User Experience Designer** | Newcastle University | January 2024 - June 2024 | Newcastle, UK

- Conducted user research via focus groups and interviews, delivered clear requirements, and presented insights to the board, accelerating decision-making **by 20%**.
- Collaborated with the IT team during prototyping to understand frontend development possibilities, delivering the prototype **15% faster** and securing **board approval**.
- Delivered a detailed high-fidelity prototype by refining user experience through iterative usability testing, improving satisfaction from **65%** in test 1 to **92%** in test 3.

**Senior Architect** | Trilogue Studio | March 2021 – July 2022 | Chennai, India

- Led design teams for HCL and Infosys, delivering projects on time and within budget, increasing client satisfaction and repeat business by **20%**.

- Led cross-functional teams, identifying challenges and reduced design errors by 15% and improved project efficiency by **25%**.
- Coordinated with stakeholders and a team of 6, managing time and resources effectively, delivering designs 20% ahead of schedule and cutting labour costs by **15%**.

**Junior Architect** | Parallax Architects | January 2020 – January 2021 | Bangalore, India

- Oversaw all phases of residential projects, reducing execution time by **20%** and enhancing project accuracy through meticulous planning and client/consultant negotiation.
- Led cross-functional teams, coordinating with various consultants (Electrical, plumbing, structural, automation) to ensure timely and efficient project completion.

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## PROJECTS

**Simpli-charge (Patent number: 202441011217)** | Manipal Academy of Higher education | March 2023 | India

- Invented and **patented** an efficient charging device with integrated wire retraction, optimizing the charging process and improving user convenience, with potential market applications in consumer electronics.

**AgriGuard: AI-Powered Detection of Coffee Leaf Diseases** | Newcastle University –Open Lab | May 2024 | UK.

- Utilized a liner machine learning image classification model to identify three major coffee leaf diseases, successfully implementing an AI image recognition system to assist African farmers in early detection and management of coffee leaf disease.

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## EDUCATION

**MSc in Human-Computer Interaction 1st** | Newcastle University | 2023 – 2024 | Vice chancellor scholarship

- **Modules:** Human-Artificial Intelligence Interaction (Dist.), Research Methods in HCI (Dist.), UX Design Methods (Dist.), Java programming (Dist.).
- **Dissertation:** MSK Pain Management Support Through Targeted Digital Applications in surgeons(Dist.).

**Bachelors in Architecture 1st** | Periyar Maniammai University, India | 2014 – 2019 | Merit scholarship

- **Modules:** Human-centered design (1st), Digital design (1st), Building Information modelling (1st).
- **Dissertation:** The Confluence of Sacred in Contemporary Spiritual Architecture (Dist.).

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## EXTRA CURRICULAR ACTIVITIES

- **SAgE Student Ambassador** - led campus tours of **~20** and held talks to promote university
- **SAgE Recruitment and Experience Champion** - Solved admission issues for incoming students, increasing student intake by **15%** for 2024-2025.
- **VEX Robotics Mentor** – Mentored **2** teams of kids on VEX code on problem-solving, achieving finals.
- **IWD Global Techathon AI mentor**- Mentored a team of 6 on designing and delivering an AI product, winning a special mention award.

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## ACHIEVEMENT

- **NCL + Award** – Awarded Student Excellence Award by Newcastle University for the year 2023-2024.
- **Ignite Launch Program** -Awarded Top 15 Best Start-up Idea in the UK 2024 by Barclays Eagle Lab.
- **Volume Zero International Award** – Awarded the Global Top 50 Design Award 2021.

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## LANGUAGES AND CERTIFICATES

- **Languages:** English (advanced proficiency), French (intermediate proficiency), Tamil (native).
  - **Certifications:** Autodesk Revit, 3D printing, UX Certification (IDF), Java Programming.
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