

SHERIN ARULMARAN

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Portfolio: sherinarulmaran.com

SUMMARY

Graduated with a Master's in Human-Computer Interaction from Newcastle University, I have expertise in delivering user-centric design solutions that enhance business profitability for small businesses (*Kindly check my portfolio link above*). With a strong passion in Human-AI Interaction and knowledge about the UK digital market, I am seeking opportunities for a role as a User Experience Designer. I hold the right to work in the UK under a PSW visa.

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 and prevention Support Through Targeted Digital Applications in laparoscopic surgeons(Dist.).

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

- **Modules:** Human-centered design (1st), Digital design and fabrication (1st), Building Information modelling (1st).
- **Dissertation:** Introspection, Spirituality, and Divinity: The Confluence of Sacred and Profane in Contemporary Sacred Architecture (Dist.).

WORK EXPERIENCE

User Experience Design Intern | ICSC - Lilies leaf trust | June 2024 - July 2024 | London | Remote

- Applied interaction design principles to improve Anti - Apartheid centre website navigation, enhancing access to activities and increasing user interaction by **25%**.
- Designed and implemented the Anti-Apartheid Centre's first newsletter with clear, appealing design, increasing events registrations by **35% in 2 weeks**.
- Wrote Blogs about Anti- apartheid centre and designed high quality social media (Video and image) post for events and provided easy navigation to website pages increasing event registration.

User Experience Design Intern | Newcastle University | January 2024 - June 2024 | Newcastle, UK

- Conducted qualitative research and communicated data -driven insights in board presentations, accelerating decision-making by **30%**.
- Collaborated with the IT team during prototyping to deliver the webpage design **15% faster**, securing prompt board approval and advancing the project.
- Delivered a detailed high-fidelity prototype **12 days early** by refining user experience through usability testing, improving satisfaction from **65%** in test 1 to **92%** in test 3.

Interaction Designer | XeA Innovations Pvt. Ltd | July 2022 – July 2023 | Bangalore, India

- Revived a stalled project by aligning design with the client's system, completing it **30%** faster, boosting client trust, and securing an additional project, increasing revenue by **15%**.
- Aligned the prototype design with client needs, securing approval in a week, reducing the design cycle by **25%**, and strengthening client relationships.
- Established a deep user behavior understanding, realigned design to client goals, secured immediate approval, and increased retention by **30%**.
- Applied a user-centered design process and clearly communicated design solutions and rationale in

team presentation, expediting approval by **25%** without expert support.

- Translated design thinking into tangible products through storyboards, user flow diagrams, and wireframes, delivering clear specifications and reducing refinements by **20%**.

Senior Architect | Trilogue Studio | March 2021 – July 2022 | Bangalore, 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 material experimentation.
- Led cross-functional teams, coordinating with various consultants (Electrical, structural, automation) to ensure timely and efficient project completion.

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.

JMFOA Association Website redesign | Jaffna Medical Faculty Overseas Alumni | May 2023 | London, Uk.

- Increased membership registration by **45%** through the redesign of an interactive landing page, collaborating with JMFOA doctors and the backend developers to deliver the project within **2 weeks**.

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 and 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.

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.

LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English (advanced proficiency), French (intermediate proficiency), Tamil (native).
 - **Skills:** Figma, Framer, InVision, Blender, Autodesk Revit, SketchUp, Adobe Creative Suite (Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe After effects, Adobe InDesign), Sketch, Microsoft Azure, WordPress, Fusion 360, Axure, JavaScript, HTML, CSS, Java.
 - **Certifications:** Autodesk Revit, 3D printing, UX Certification (IDF), Java Programming.
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