

ARUN DASHARATHA

Senior User Experience Designer

CONTACT

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Password: arun2025

EDUCATION

M.Sc, Information Technology

Sri Krishnadevaraya University
2014

B.Sc, Information Technology

William Carey University
2012

CERTIFICATIONS

Design Thinking - Luma Institute
(2022)

Certified Usability Analyst (CUA) -
Human Factors International (2017)

Advanced Diploma in 3D
Animation, Gaming and VFX - Maya
Academy of Advanced Cinematics
(2009)

SKILLS

Design Tools:

Proficient in Figma, Sketch, Adobe
XD, Axure, InVision, and Proto.io for
creating high-fidelity designs and
prototypes

Research & Strategy:

Expert in user interviews, usability
testing, A/B testing, and data-
driven design decisions

Collaboration:

Experienced in Agile/Scrum, cross-
functional leadership, and
stakeholder management

Technical Skills:

HTML5, CSS3, basic JavaScript,
design systems, and component
libraries

OBJECTIVE

Strategic UX leader specializing in research-driven design that delivers measurable business impact. Over 14 years shaping user experiences for enterprise platforms, from AI/ML dashboards to complete design systems. Known for translating complex technical requirements into intuitive solutions while leading cross-functional teams through ambiguity to successful product launches.

EXPERIENCE

Founder & UX Lead

(2024 — Present)

Ramam Limited

- Founded and lead strategic vision for wholesale marketplace connecting 500+ buyers with suppliers
- Conducted comprehensive user research identifying 12 critical pain points that shaped product roadmap
- Designed interconnected web/mobile apps achieving 95% task completion rate in usability testing

Senior User Experience Designer

(2018 — 2024)

Autodesk-ACS

- Led UX for Locations product from inception, partnering with leadership to define product strategy
- Designed AI/ML dashboards with innovative visualizations, reducing data analysis time by 40%
- Built comprehensive Design System with 50+ UI components, improving efficiency by 60%
- Directed user research across portfolio, conducting 30+ interviews and presenting to C-suite

Lead User Experience Designer

(2017 — 2018)

Abaqus

- Established shared vision through design sprints, accelerating feature delivery by 3 weeks
- Created design system by auditing 200+ UI patterns, reducing inconsistencies by 70%
- Led 3-week usability testing with 15 participants, increasing satisfaction scores by 35%

Lead User Experience Designer

(2015 — 2017)

Route 16

- Led UX research and redesign increasing conversion rate by 28% and reducing cart abandonment
- Facilitated discovery workshops aligning stakeholder goals with user needs

Lead User Experience Designer

(2012 — 2015)

Webstream.io

- Researched and designed solutions to empower users and improve customer satisfaction of B2B software
- Led collaborative design sessions and comprehensive documentation with project teams

User Experience Designer

(2009 — 2012)

iTraveller.com

- Translated business goals into delightful, meaningful products working with product managers and development teams
- Ensured intuitive user experiences that extended products beyond core functionality