



Bala Arun Mallavarapu

USER EXPERIENCE DESIGNER

Details

Hyderabad
India
+91 89195-14702
arunkmr.m8@gmail.com

Links

[Portfolio Website](#)
[Dribbble](#)
[LinkedIn](#)

UX Skills & Tools

User Research
Design Thinking
User Personas
Information Architecture
Task Flows
Wireframing
UX Designer
User Testing
Prototyping
UI Design
Usability Analysis
Design System
Interaction Design
Agile

Figma
Sketch
Adobe XD
Invision
Miro
Zeplin
Adobe Suite

Creative Problem Solving
Detail Oriented
Collaborative
Good Team Worker
Communication
HTML/CSS

Profile

- A growth-focused **User Experience Designer** leveraging **nearly 7 years of experience** in designing for Web & Mobile platforms like Data Management, Fintech, Banking, Waste Management, Staffing, EdTech, Delivery Services & Real Estate Rentals.
- Highly skilled in various aspects of **user experience fundamentals** entailing requirement analysis, user profiling/grouping, personas, task analysis, wireframes, prototyping and usability testing; adept in producing high-quality UX design solutions through information architecture, flow diagrams, storyboards, and site maps.
- Proficient in developing and conceptualising a comprehensive **UI/UX design strategy** for the brand.
- Skilled in analysing and evaluating end-user requirements and custom designing of solutions.
- **Transformed complex things** to easy & creative that speak to end user's goals by keeping well-informed with latest design trends and cutting edge technologies.
- Proven acumen in **driving key projects** and reviewing the process to identify and suggest improved designs.
- **Collaborated proactively** with internal designers to ensure the creation and delivery of tailored experiences for the digital use.

Employment History

Ux Designer, CloudCover Consultancy Pvt. Ltd., Pune

JUNE 2022 – DECEMBER 2022

- I have developed a **Data Lineage Tool** to provide a comprehensive visualization of data journeys, and designed a **high-fidelity user interface** for all screens in **Figma** using a design library. Assisted in documenting the lineage process.
- Assisted in documenting the lineage process.
- Acquired expertise in constructing a **design system** for developers and enabling seamless integration and usage.

UX Designer, Temenos(Kony Inc.), Hyderabad

JUNE 2020 – JUNE 2022

- Revamped the multi-million-dollar **Temenos Enterprise Product Management platform** with a clear emphasis on usability for front office banking officers.
- Worked on enhancing the **Financial Crime Mitigation platform** by identifying UX challenges and recommending design solutions.
- Promoted consistency across the platform through collaboration with other designers across different products.
- I have successfully built the **user interface for both TPM and FCM**, covering all the screens.

UI/UX Designer, Payswiff Solutions Pvt. Ltd., Hyderabad

APRIL 2018 – MAY 2020

- Streamlined the merchant on-boarding process by digitizing the manual paper document process, resulting in a **reduction of on-boarding time to just 30 seconds** and quicker document approvals.
- **Redesigned the mobile app** for self-merchant on-boarding was overhauled, incorporating insights from user research and usability testing.
- **Redesigned the CRM** for the Sales, Operations, and Stock Management Teams by conducting surveys and usability tests to pinpoint pain points; as a result, they can now view customer information more clearly and work more efficiently to meet their daily goals.

UI/UX Designer, Localbell Infolabs Pvt. Ltd., Hyderabad

JUNE 2016 – MARCH 2018

- Contributed successfully to the acquisition of Hisaabi (Localbells) by Payswiff in March 2018.

Hobbies

Watching Movies, Playing Games, Exploring Technology, Mobile Photography, Playing Badminton.

- Boosted user satisfaction by 70% through effective implementation.
- Utilised data to make incremental enhancements in app features and other retail business needs based on user feedback.

Education

Bachelor of Science, St. Joseph's Degree & PG College, Hyderabad

JUNE 2013 – APRIL 2016

I have received best-in-class awards and I was also honored to receive a certificate for my contribution in conducting a workshop on computer-assisted tasks at my college.

Certificates & Courses

User Experience (UX) Design, Google (Coursera)

SEPTEMBER 2022

Design Thinking: Customer Experience, LinkedIn

JANUARY 2022

Interaction Design: Flow, LinkedIn

JANUARY 2022

Creativity, Design Thinking, and Innovation for Business, Udemy

JANUARY 2021

UX Design Essentials Adobe XD UI UX Design, Udemy

JANUARY 2021