ARVIN DAVID

**User Experience & UI Specialist** (Certified Usability Analyst) neeraj@mavenco.com

719-571-9510

# PROFESSIONAL SUMMARY

* **Senior UX Designer with 12+ years'** crafting intuitive **digital experiences for diverse clients**.
* **Ex CX Manager at Samsung SDS India.**
* With 20+ years' experience, **led global teams in designing and developing applications, websites, and portals from start to finish.**
* Skilled in **User-Centered Design, UX Research, Usability Testing**, and refining designs for seamless user experiences.
* Proactively collaborates with teams, manages stakeholders, and juggles multiple projects with tight timelines.
* Skilled in creating **adaptable, responsive screen designs** for consistent user experience across devices.
* Worked on creating & updating **Design Components** in the Samsung **Design System**. This system optimized **Design Consistency and Efficiency**, allowing teams to **quickly create cohesive and user-friendly interfaces** for Samsung's diverse range of products.
* Developed **Design Components** in **Samsung's Design System**, ensuring efficient and consistent interface creation.
* Experience across diverse industries: **Travel, E-commerce, Digital Media, Banking, Healthcare, Automotive, Market Research** and more.
* **CERTIFIED USABILITY ANALYST (CUA)** - I am a Certified Usability Analyst from **Human Factors Inc.**, **specializing in User Experience and User Interface deliverables.**
* **Certificated in Usability Testing with a Top 10% Distinction** from Interaction Design Foundation.
* Delivered a remarkable **20% surge in user satisfaction** alongside an **impressive 95%+ CSAT rating** across all delivered projects.
* Crafted compelling **Web & Mobile designs**, resulting in significant **increases: page views up by 54%, unique views by 36%, sessions by 39%, and time spent on platforms by 45%.**
* Honored with **'Employee of the Month'** awards at Samsung and in previous roles for exceptional performance and dedication.

# SKILLS & TECHNOLOGIES

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| **Key Skills** | User-Centered Design, Visual Design, Enterprise Applications, Mobile App Design, Website Design, Responsive Design, User Interface Design, Design Systems, User Research, Heuristic Evaluation, Wireframing, Prototyping, Information Architecture, Rapid Prototyping, Usability Testing |
| **Design Tools** | Adobe XD, Figma, Miro, Zeplin, Axure, Balsamiq, Adobe Photoshop, Illustrator, PowerPoint, Jira |
| **Methodologies** | Waterfall & Agile |
| **Programming****Skills** | HTML, CSS, JavaScript, Angular |

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| **Other Skills** | Design Thinking, Accessibility, AB Testing, Analytical Thinking, Cross-functional Collaboration, Interpersonal Skills, Team Collaboration, Team Mentoring, Problem-Solving, Decision-Making |

**EXPERIENCE**

## Maven Companies Inc.

January 2024 - Current | Jersey City, NJ Clients – Verra Mobility

## Role - Senior User Experience Design Lead

**Responsibilities -**

* + Designed internal Audit Report Application. Developed custom design components, workflows, Hi fidelity prototypes for their Audit Hub vertical.
	+ Participated in presenting designs to business stakeholders and getting their feedback.
	+ Designed Verra Mobility Tolls & Violation application involved in Hi fidelity design prototypes, wireframes
	+ Developed Design System from scratch.
	+ Mentored other designers and helping them with peer feedback and guidance.
	+ Involved in group discussions and stakeholders feedback session.
	+ Developed wireframes, prototypes, and high-fidelity mockups to illustrate ideas and concepts.
	+ Defined feature specifications, interaction models, navigation structures, page flows, visual designs, information architecture, and usability standards.
	+ Presented ideas in an effective way by creating storyboards, flow diagrams, personas.
	+ Acted as a bridge between stakeholders and the design team, effectively communicating project progress, challenges, and recommendations.
	+ Implemented user testing methodologies to validate design decisions and refine user experiences, resulting in enhanced product usability and satisfaction.
	+ Conducted usability testing and heuristic reviews to identify areas of improvement for existing products.
	+ Managed multiple projects simultaneously meeting tight deadlines without compromising quality.
	+ Provided mentorship and guidance to junior team members, fostering their growth and development within the onshore UX project.
	+ Built relationships with stakeholders at all levels to guide projects through completion successfully.
	+ Provided guidance on best practices for designing intuitive interfaces that meet customer needs.
	+ Translated business requirements into functional designs that are easy to use for end users.
	+ Collaborated with developers to ensure a seamless experience between design and development.
	+ Identified opportunities for optimization based on user feedback and analytics data collected from online activities.
	+ Troubleshot issues related to web applications and mobile apps ensuring smooth operation and optimal performance.
	+ Participated in, facilitated collaborative ideation sessions with cross-functional partners and leadership.
	+ Ideated and iterated UI solutions with UX designers and stakeholders.
	+ Performed and directed Web site updates.

## Samsung SDS India

April 2021 - December 2023

## Role - UX Architect/Senior User Experience Design Lead

**Responsibilities -**

* Developed wireframes, prototypes, and high-fidelity mockups to illustrate ideas and concepts.
* Conducted usability testing and heuristic reviews to identify areas of improvement for existing products.
* Managed multiple projects simultaneously meeting tight deadlines without compromising quality.
* Provided mentorship and guidance to junior team members, fostering their growth and development by providing constructive feedback when necessary.
* Analyzed user feedback and data to understand user behavior and improve the product experience.
* Built relationships with stakeholders at all levels to guide projects through completion successfully.
* Provided guidance on best practices for designing intuitive interfaces that meet customer needs.
* Maintained up-to-date knowledge of emerging trends in web technologies, UX and UI design principles and tools.
* Translated business requirements into functional designs that are easy to use for end users.
* Collaborated with developers to ensure a seamless experience between design and development.
* Contributed to the development of UX guidelines and best practices for Samsung's product ecosystem, ensuring consistency and coherence across platforms.
* Conducted usability testing and heuristic reviews to identify areas of improvement for existing products.
* Led workshops and design sprints to ideate and iterate on UX solutions, fostering a culture of creativity and experimentation.
* Presented findings and recommendations to Samsung's leadership, influencing strategic decisions, and shaping the direction of future product development efforts.
* Ensured consistent branding across all digital channels while following established guidelines.
* Assisted in developing strategies for improving user engagement through AB testing methods.
* Performed and analytics tools.
* Identified problems uncovered by testing and customer feedback and correct problems and referred problems to appropriate personnel for correction.
* Collaborated with web development professionals, such as front-end and back-end developers, to complete full scope of web development projects.
* Applied innovative solutions for product design, visuals, and user experience to meet needs of individual web development projects.
* Developed new visual design concepts and modified concepts based on stakeholder feedback.
* Developed and documented style guidelines for Web site content.
* Developed Web site maps, application models, image templates, and page templates.
* Liaised with other designers to develop product concepts and product designs.

## Nortia Tech

April 2019 - March 2021

## Role - UX Architect/Senior User Experience Design Lead Responsibilities –

* Played a role of designing an online pool game with active coordination with UK based client.
* Created icons, screen designs and other graphics for game.
* Worked on increasing overall usability & user experience which leads to 30% jump in downloads.
* Developed wireframes, prototypes, and high-fidelity mockups to illustrate ideas and concepts.
* Conducted user research, gathering insights, and translating them into actionable design improvements.
* Defined feature specifications, interaction models, navigation structures, page flows, visual designs, information architecture, and usability standards.
* Presented ideas in an effective way by creating storyboards, flow diagrams, Personas.
* Acted as a bridge between stakeholders and the design team, effectively communicating project progress, challenges, and recommendations.
* Conducted usability testing and heuristic reviews to identify areas of improvement for existing products.
* Provided mentorship and guidance to junior team members, fostering their growth and development.

## Dainik Bhaskar

October 2015 - March 2019

## Role - Design Lead Responsibilities –

* Played a vital role in creating seamless user experience & designs for overall Dainik Bhaskar digital platforms.
* Team Mentoring, managed internal team of 22 designers, fostering their growth and development.
* Played a vital role in creating responsive Desktop and Mobile applications.
* Actively involved with top management in designing and usability assignments.
* Web & Mobile designs - Successfully increased page views by 154%, unique views by 36%, sessions increased by 39% & time spent increased by 45%
* Developed wireframes, prototypes, and high-fidelity mockups to illustrate ideas and concepts.
* Communicated design decisions effectively across multiple teams including engineering, marketing, and product management teams.
* Conducted user research, gathering insights, and translating them into actionable design improvements.
* Defined feature specifications, interaction models, navigation structures, page flows, visual designs, information architecture, and usability standards.
* Acted as a bridge between stakeholders and the design team, effectively communicating project progress, challenges, and recommendations
* Conducted usability testing and heuristic reviews to identify areas of improvement for existing products.
* Managed multiple projects simultaneously meeting tight deadlines without compromising quality.
* Analyzed user feedback and data to understand user behavior and improve the product experience.
* Built relationships with stakeholders at all levels to guide projects through completion successfully.
* Provided guidance on best practices for designing intuitive interfaces that meet customer needs.
* Maintained up-to-date knowledge of emerging trends in web technologies, UX and UI design principles and tools.
* Translated business requirements into functional designs that are easy to use for end users.
* Identified opportunities for optimization based on user feedback and analytics data collected from online activities.
* Troubleshot issues related to web applications and mobile apps ensuring smooth operation and optimal performance.
* Collaborated with web development professionals, such as front-end and back-end developers, to complete full scope of web development projects.
* Developed and documented style guidelines for Web site content.
* Developed Web site maps, application models, image templates, and page templates.

## Times Internet

November 2011 -October 2015 **Role – Sr. User Experience Designer Responsibilities –**

* Played a role in enhancing the digital experiences across a diverse range of platforms and products.
* Played a vital role in creating responsive desktop and Mobile applications.
* Conducted in-depth user research to understand audience behaviors and needs, translating insights into intuitive and visually appealing designs.
* Collaborated closely with cross-functional teams.
* Contributed to the creation of wireframes, prototypes, and user interfaces for ET Speed platform.
* Worked on white labeling projects such as Nokia & Godrej for Indiatimesshopping.com.
* Defined feature specifications, interaction models, navigation structures, page flows, visual designs, information architecture, and usability standards.
* Managed multiple projects simultaneously meeting tight deadlines without compromising quality.
* Translated business requirements into functional designs that are easy to use for end users.
* Collaborated with web development professionals, such as front-end and back-end developers, to complete full scope of web development projects.
* Developed Web site maps, application models, image templates, and page templates.

## Toluna Inc.

June 2010 -October 2011

## Role – Sr. UI Designer/Team Lead Responsibilities –

* Responsible for designs & user experience of Toluna's internal applications such as their survey Dashboard which helps marketing team with their design requirements.
* Client communication & Collaboration (worked with the functional team based in US)
* Leading the design Team & mentoring junior designers.
* Collaborated closely with cross-functional teams.
* Contributed to the creation of wireframes, prototypes, and user interfaces.
* Defined feature specifications, interaction models, navigation structures, page flows, visual designs, information architecture, and usability standards.
* Translated business requirements into functional designs that are easy to use for end users.
* Collaborated with web development professionals, such as front-end and back-end developers, to complete full scope of web development projects.
* Developed and implemented procedures for Web site revision.
* Developed Web site maps, application models, image templates, and page templates.

## Nortia Technologies

January 2009 -June 2010 **Role – Sr. UI Designer Responsibilities –**

* Responsible for designs of websites and web applications.
* Client coordination with clients based in UK & Europe.
* Leading the design Team & mentoring other designers.
* Played a vital role in creating responsive Desktop and Mobile applications.
* Collaborated closely with cross-functional teams.
* Defined feature specifications, interaction models, navigation structures, page flows, visual designs, information architecture, and usability standards.
* Collaborated with web development professionals, such as front-end and back-end developers, to complete full scope of web development projects.
* Developed Web site maps, application models, image templates, and page templates.

## Ebookers India

January 2005 -December 2008 **Role – Sr. Web Developer Responsibilities –**

* Responsible for creating design components for Ebookers Europe websites such as UK, France, Germany, Switzerland, Netherland.
* Worked on Ebookers booking Checkout and Payment Module steps.
* Client coordination with clients based in UK & Europe.
* Website maintenance and CMS for Ebookers.
* Worked closely with teams in Netherland, Germany, Switzerland and hotelclub.com.
* Responsible for designs of websites and web applications.
* Played a vital role in creating responsive Desktop and Mobile applications.
* Collaborated closely with cross-functional teams.
* Defined feature specifications, interaction models, navigation structures, page flows, visual designs, information architecture.
* Collaborated with web development professionals, such as front-end and back-end developers, to complete full scope of web development projects.

## ICE

March 2002 -January 2005 **Role –Web Designer Responsibilities –**

* Responsible for design and development of various B2B and B2C web applications.
* Worked on websites for Shaimak Davar and many other renowned clients.
* Flash presentations for companies like Titan watches.
* Collaborated with web development professionals, such as front-end and back-end developers, to complete full scope of web development projects.

# CERTIFICATIONS

* Interaction Design Foundation **Conducting Usability Testing**
* **HFI** - (Human Factors International) **Certified Usability Analyst (CUA)**

# EDUCATION

* MBA in **Information Technology** - Sikkim Manipal University, 2014
* **E-Commerce Diploma** - Asset International Delhi, India Affiliated from IBM, 2000
* **Bachelor of Commerce** - Meerut University, 1999
* **Diploma in Fundamentals of Information Technology -** CASE Computers, Haridwar, 1998