ARJUN IYER

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Improving the overall customer experience, one page at a time

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Summary of Skills
- Create and manage design system standards for multiple products
- Interview stakeholders, collect contextual feedback, and conduct user research to enhance user experience
- Drive alignment with Engineering, Operations, and Business teams to ensure all interfaces comply with requirements

Experience

American National   April 2020 - Present
User Experience Analyst II
- Lead redesign of AN Mobile, American National's mobile insurance app
- Managed content & design of the key digital platforms: AmericanNational.com and Client Site customer portal
- Performed accessibility audit & worked with Engineering implemented ADA guideline standards
- Conducted regular user testing for all digital platforms to identify potential areas for improvement

Pointsmith   May 2019 - November 2019
User Experience Designer
- Designed wireframes & assets for redesign of marketing promotion planning tool, Promo Architect
- Developed & deployed new style guide standards for use across suite of applications
- Redesigned specific application interfaces for multiple clients

Sycamore Life Sciences   October 2018 - May 2019
Associate Product Manager
- Responsible for site content for three websites under the Sycamore Life Scienes portfolio
- Automated invoice processing using RPA (Robotic Process Automation) to eliminate manual entry
- Managed orders and fulfillment processes across multiple sales channels
- Researched competitors to determine new features to implement

Kibo   August 2016 - October 2018
User Experience Designer
- Primary designer for Order Management and eCommerce applications
- Redesigned Order Management account setup to enable self service capabilities
- Collected user feedback and contextual information to enhance user interactions
- Managed and maintained design style guide for all Kibo products in UXPin
- Reviewed & iterated designs based on feedback from Product Management

Education

University of California, San Diego   June 2015
BS Cognitive Science w/ Human-Computer Interaction

Projects

AN Mobile Redesign
- Led research and redesign of AN Mobile
- Managed development team as Product Owner to build application

Promo Architect Redesign
- Led discovery and redesign of account setup process for order management system

Order Management Account Setup Redesign
- Standardized design language and developed assets for application redesign

Skills

Usability Testing

Prototyping

User Research

Competitive Analysis

Stakeholder Interviews

Tools

Adobe XD

Sketch

UXPin

Axure RP

Invision

Figma