

HELLO, I'M ARAA

PRODUCT DESIGNER

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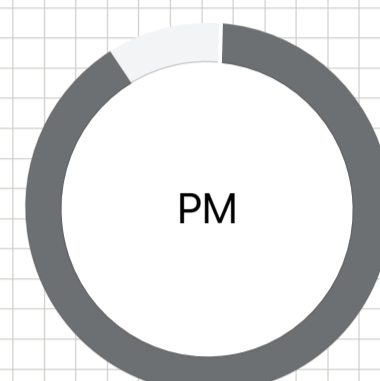
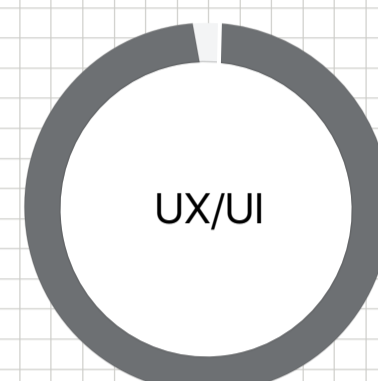
CONTACT

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SOCIAL:
  

SKILLS



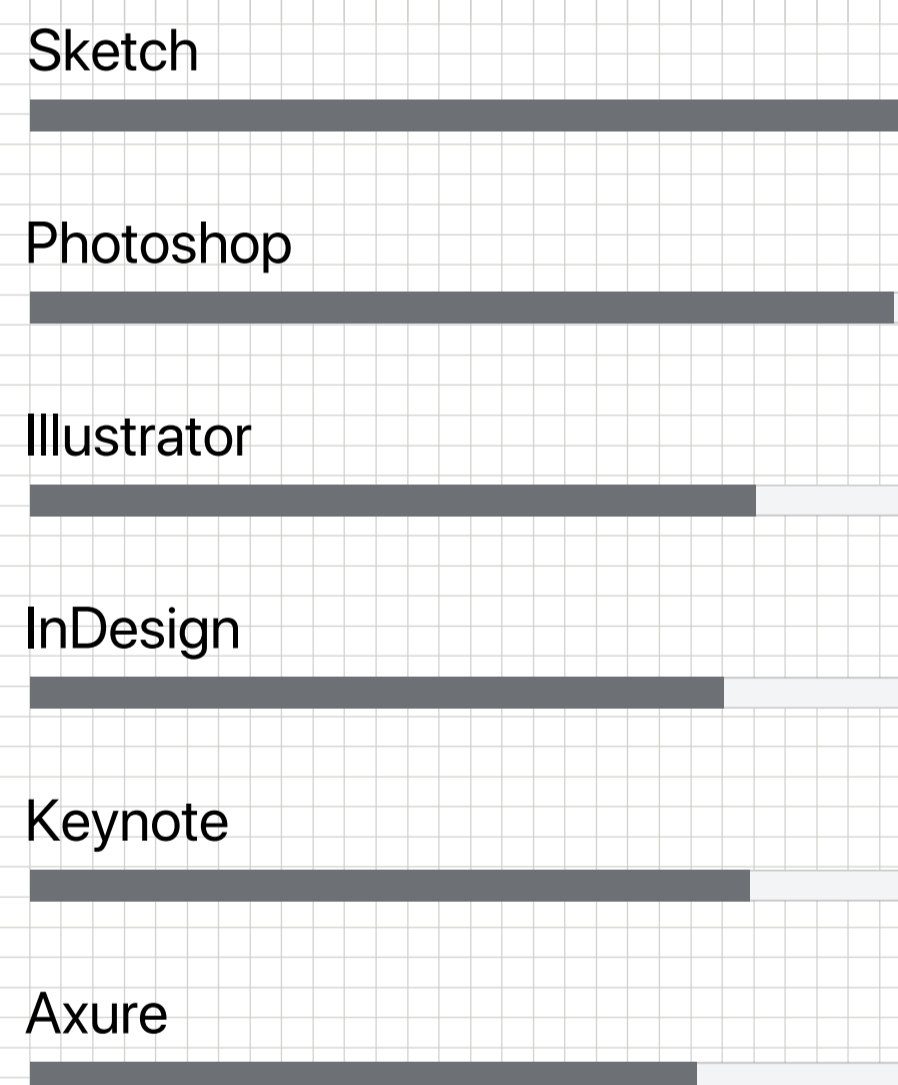
ABOUT

I am an innovative, self-motivated User Experience professional with a determined focus on strategy, innovation, creativity and business impact. Working closely with business owners, researchers, project managers, marketing, and developers.

EXPERIENCE

LEAD PRODUCT DESIGNER 2015- today	Freshworks Design and head the team in the release of Freshchat- a sales intelligence messaging software
LEAD UX DESIGNER & FOUNDING TEAM 2013 - 2015	Friip (acquired by Freshworks) Creative arm of the team and played multiple hats such as Designer, PM, Admin and finance person
UX/ UI DESIGNER 2008 - 2013	Cognizant Technologies Design high fidelity wireframe and interaction for new build as well as existing mobile/ web application.
BRAND DESIGNER 2007 - 2008	Crystal Advertising agency Brand development, Market research and advertising revenue. Developed brand strategy and statistics systems.
ADVISOR - DESIGN 2015 - Present	Startups Mentoring startup teams and set framework on how to approach real problems from a design perspective.

TOOLS



JOB PROFILE

A competent professional with 9 years and 5 months of experience in Product design.

Released multiple successful projects from scratch on both B2B and B2C

Known for creative thinking, flexibility and ability to render solutions at crucial junctures of projects.

Strong believer in the culture code - Act as an Owner

Finalist in Fulbright scholarship program for the year 2006

EDUCATION

Advanced User Experience
uxmint
2015

Masters in Visual Communication
Loyola Collge
2006 - 2008

Bachelors in Visual Communication
CSI Bishop Appasamy college
2003 - 2006

LANGUAGES

English (Fluent)
Tamil (Native)
Telugu (Native)

ACTIVITIES

Reading
Cinematography
Gardening
Travelling