



AARATHI AJAYAKUMAR

User Experience Designer

LINKEDIN : <https://www.linkedin.com/in/aartdesig9/> - [View](#)

PORTFOLIO : <https://www.aartdesig9.com/> - [View](#)

✉ aartdesig9@gmail.com

🏠 Bangalore, India

SKILLSET

Design

- Interaction design
- Conversation design
- Design Research
- Usability Testing
- Prototyping
- Product Design
- Conceptualization

Software

- Figma
- Sketch
- Adobe XD
- Miro
- Userzoom

AWARDS

- Lead with purpose and heart award for chatbot
- Partner to win award for Career hub research.
- Innovate for all stakeholders for FitBud App

CERTIFICATIONS

- Udemy: Designing AI Assistants - [View](#)
- Userzoom: Platform essential certificate - [View](#)

ABOUT ME

I am a user experience designer in Carelon Global Solutions, where I collaborate with cross-functional teams to transform ideas into successful real time products. I prioritize empathy and a user centric approach to create simple, intuitive and seamless design solutions. Being a designer as well as an engineer helps me approach problems and solutions with a creative and technical mindset.

PRODUCTS/WORK

- **Sydney Member Chatbot** of Anthem, a B2C AI-powered smart health assistant for medicare, medicaid and CSBD members. Worked to enhance conversational flows, navigation and overall user experience through data driven approach across web, mobile and sms channels, increasing containment and volume. ([Carelon](#))
- **Career Hub Research**: supported onsite research team for unmoderated usability studies like click test, think out loud studies, Research analysis, Report making etc. ([Carelon](#))
- **MyNexus Home health Portal, HR Portal, CRM software, Payment integrity portal** etc: worked on design solutions for different digital platforms to improve the user experience while adhering to organisation's design system and maintaining consistency across all the platforms. ([Carelon](#))
- **Pet Aadhaar App**: Partnered with GetFloop organization to design a central repository App to keep track of petdogs in India. ([Freelance](#))
- **MIGA**: Internship involved **designing a smart bicycle with App** to improve the overall safety, experience and provide a rider friendly ecosystem for teenage girls in india. ([TI Cycles](#))

EXPERIENCE

- **User Experience Designer II** | Carelon Global Solutions
July 2021 - Current | Bangalore, India
- **Design Intern** | TI Cycles Of India
Jan 2020 - July 2020 | Chennai, India
- **Electronic Product Engineer** | Tata Elxsi
Nov 2016 - Nov 2017 | Trivandrum, India

EDUCATION

- **Masters In Industrial Design** | MITID
2018 - 2020 | Pune, India
- **B.Tech (Electronics And Communication)** | LBSITW
2012 - 2016 | Trivandrum, India