

Arun Clarence

Lead UI/UX Designer

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Profile

Experienced UX Researcher and Designer with over 10 years of delivering user-centered digital experiences across Fintech, E-commerce, Telecom, EdTech, and HealthTech sectors. Skilled in blending qualitative research, usability testing, and interaction design to create intuitive, scalable solutions. I specialize in translating user needs into actionable design strategies that balance usability, accessibility, and business goals. Known for a collaborative, insight-driven approach that improves user engagement and drives product success across diverse platforms.

Employment History

Lead UI/UX Designer, Impelsys India Pvt Ltd

2020-11 - 2025 -05 | Bangalore, India

Spearheaded collaboration with product managers to clarify project requirements, delivering 10+ user interfaces that enhanced usability by 100%. Orchestrated international team efforts across 3 time zones, boosting UI/UX design efficiency by 25% and cultural adaptability by 30%. Developed 5 user personas and 10+ prototypes, addressing complex requirements and improving design clarity by 100%. Redesigned user interfaces by creating 100+ wireframes and prototypes, enhancing usability by 90%. Utilized Agile planning principles to deliver tailored solutions, meeting customer requirements and reducing project timelines by 20%.

Lead UX Designer, Otomeyt (Apar People World)

2019-05 - 2020-05 | Bangalore, India

Enhanced system performance by addressing user experience challenges, leading to an 80% increase in user satisfaction. Identified and integrated emerging UX design trends, boosting innovation by 80% and project integration by 50%. Facilitated design reviews, addressing UX challenges and increasing user satisfaction by 50%. Overcame user experience challenges through enhanced testing and iteration, resulting in an 80% increase in user satisfaction. Conducted thorough testing on UX designs, enhancing user satisfaction by 100%. Analyzed user feedback to influence future UX updates, improving user concerns and pain points by 70% during subsequent patch cycles. Created maps, models, and templates for diverse projects, streamlining design processes by 30%.

Graphic Designer, RSP Design Consultants India Pvt Ltd

2017-05 - 2019-01 | Bangalore, India

Created innovative designs for 20+ print materials, enhancing brand visibility by 80%. Facilitated customer feedback sessions to refine designs, addressing client needs and boosting satisfaction by 100%. Refined image sizes and font selection for 40+ projects, enhancing user experience by 90%. Designed 100+ digital image files, overcoming print quality issues and increasing brand visibility across multiple formats by 70%.

Ensured 100% compliance with brand guidelines by coordinating with content and Business Development teams, enhancing design consistency. Designed 50 engaging digital displays, leading to an 80% increase in click-through rates. Enhanced user engagement by applying design fundamentals, achieving a 90% increase in user satisfaction. Utilized interactive design elements to create more engaging user experiences, reducing bounce rates by 20%.

UX Designer (Contract), Unisys Global Services India

2016-11 - 2016-12 | Bangalore, India

Transformed UX design trends by employing innovative techniques, enhancing creativity by 100%. Improved system performance to tackle slow load times, achieving a 90% increase in end-user satisfaction. Enhanced end-user experiences by analyzing data trends, overcoming usability issues and resulting in a 50% increase in user satisfaction. Advocated for user-centric design to senior staff, enhancing engagement by 80% through innovative solutions. Identified usability issues in 20+ UX designs, enhancing user satisfaction through actionable feedback reports by 60%. Participated in design review meetings to brainstorm new UX developments, improving collaborative thinking by 40%.

Graphic UX Designer, Freelance Designer

2014-08 - 2016-08 | Bangalore, India

Improved system performance by addressing user interface challenges, resulting in a 30% boost in end-user satisfaction. Identified emerging UX design trends to address project integration challenges, enhancing design quality by 100%. Identified usability issues in UX designs, executing thorough testing that improved user satisfaction by 90%. Managed cohesive design quality across 10 projects, adhering to prescribed themes and functional choices, reducing design revisions by 50%.

Sr Web Designer, Floret Media Pvt Ltd

2014-04 - 2014-07 | Bangalore, India

Unified diverse teams to drive 100% brand guideline adherence and consistency across all touchpoints. Enhanced team performance by tackling design consistency challenges, mentoring junior designers and achieving 90% project quality improvement. Crafted storyboards to enhance animation planning, addressing inconsistencies and improving team collaboration by 80%. Developed 10+ interactive prototypes using Prototyp, enhancing user experience and increasing customer satisfaction scores by 80% across multiple projects. Created 3 user stories to accurately capture client requirements, resulting in a 70% boost in project delivery efficiency and reducing revisions by 90%.

Web Designer, GL Infotech Pvt Ltd

2012-09 - 2014-01 | Bangalore, India

Transformed brand image through the creation of custom logos, designing intuitive and visually appealing websites that drove user engagement by 60%. Improved website usability by 40% with targeted UI/UX redesign, resolving 99% of reported bugs and issues. Transformed customer insights into high-fidelity UI/UX design concepts, driving 100% customer satisfaction and successful project delivery. Designed customizable templates, reducing client onboarding time by 50%.

Graphic Designer, Burooj Printers

2010-10 - 2012-08 | Bangalore, India

Revamped print marketing materials to address user engagement, resulting in an 80% increase in leads. Collaborated with clients to gather feedback on mockups, addressing design challenges and enhancing UX by 80%. Refined design elements like image sizes and font selection to enhance user experience, improving usability scores by 90%. Designed 250+ digital image files to enhance print quality, overcoming inconsistent outputs and increasing client satisfaction by 100%. Achieved 100% compliance with brand guidelines, collaborating with marketing teams to enhance overall brand consistency. Coordinated with external vendors and suppliers to verify quality and accuracy of printed materials, reducing errors by 30%. Developed creative design for print materials, banners, and signs, boosting visual appeal by 70%.

Education

Arena Multimedia (Aptech Computers Certified)

High School Diploma in Multimedia Design

2007-05 - 2009-09

RIOS (Open Schooling) - Chhattisgarh Online

Plus Two in General Studies

2013-05 - 2015-10

St. Joseph's EHSS Kuriachira Thrissur

High School in General Education

1999-05 - 2005-03

Skills

Wireframing and Prototype	(Advanced)	Usability Testing	(Advanced)
Design Solution Mock-Ups	(Advanced)	User Interface (UI) Design	(Advanced)
UX Design	(Advanced)	Visual Design	(Advanced)
User Research	(Advanced)	Responsive Design	(Advanced)
Color Theory	(Advanced)	Online AI tools	(Advanced)
Agile Work Process	(Advanced)	Interaction Design	(Advanced)
Information Architecture	(Advanced)	User Experience (UX) Strategy	(Advanced)
Accessibility Design	(Advanced)	Design Thinking	(Advanced)

Tools

General

Figma, Adobe XD, Framer, Webflow, Photoshop, Illustrator, Zeplin, Github

Gen AI Tools

UX Pilot, Cursor, Relume, Uizard, Visily, Lovable, Bolt AI, Tempo, Windsurf

Certifications

Google UX Design

Coursera • 2025-05

Graphic Suite

Arena Animation, 2007

Non Linear Editing

Chethana Media Institute, 2007

Languages

English	(Professional)	Malayalam	(Native)
Hindi	(Conversational)	Tamil	(Conversational)
Kannada	(Conversational)		

Projects

Health App

Self Designed and Developed Application for all health related uses. Mobile App Includes Doctor Consultation, Medicine ordering, Lab Tests and Wellness Coaching. Admin Portal Includes managing all functionalities in Mobile App and handling finance and reports .

Mobile App: [Dev Link](#)

Admin App: [Dev Link](#)

WHO Training

Developed a platform for AHA Registered Students through Training Centres, enabling AHA Registered Medical Professionals to upgrade their certification from Registered Facilitator to Provisional Facilitator and to Master Trainer for WHO, ICRC & IFEM Certified Courses. Spearheaded the project, enhancing user engagement by 100% and streamlining certification processes by 50%.

NCUK

Developed 20+ interactive prototypes using Prototyp, enhancing user engagement and reducing design feedback cycles by 80%. Researched and implemented 3 user stories that improved website navigation, resulting in a 100% increase in user satisfaction scores. Redesigned the web design for a major client, leading to an 80% boost in conversion rates. Collaborated with cross-functional teams to define user stories, streamlining the development process and decreasing project timelines by 100%.

MCA Ebook

Developed innovative Web Design solutions that increased user engagement by 80%, enhancing overall customer satisfaction ratings. Created interactive Prototype designs that reduced project delivery time by 5%, streamlining the development process.

Oto-Code

Developed comprehensive user stories that enhanced project clarity, resulting in an 80% increase in team efficiency during the Web Design phase. Redesigned existing prototypes, leading to a 50% reduction in user onboarding time and improving overall satisfaction scores by 90% through effective Prototype strategies. Initiated design workshops to gather user stories that aligned with business goals, contributing to a 70% rise in product adoption rates after launch. Conducted user research that identified key usability issues, driving a 50% improvement in user experience metrics as part of the Web Design project.

HealthyMe

Designed and developed a Doctor, Medicine, and Lab Test Booking Mobile App, enhancing user experience by 70% and increasing app downloads by 50%.

Truewell

Developed a comprehensive Wellness Website & App, improving user engagement by 60% and boosting user retention rates by 40%.

UKnow-IT

Designed an internal employee training platform for Unisys, enhancing user learning experience by 80% and reducing training time by 30%.

Awards & Recognitions

MCA Project Design

Developed innovative UI/UX design for MCA EBook Platform, yielding 100% appreciation from Joint Secretary of Minister for Problem Solving in design, resulting in a turning point in project. Acknowledged with Award Recognition in 2021 for overcoming design challenges in the MCA Project, enhancing user experience.

Microsoft Hyderabad Campus Booklet

Conceptualized a comprehensive UI/UX design solution for Microsoft Hyderabad Campus Booklet, resulting in 100% recognition by Management and Microsoft Team.

Impelsys Award for MCA Project

Recognized and Awarded by Impelsys for MCA (Ministry of Corporate Affairs) Project as Cross function Delivery: For Consistent collaboration, Contribution and Synergy with Internal and External teams to delivery Specific Goals.