

# arthi amaran

5+ years of work experience as UI / Interaction Designer in the design of software/web applications, web sites, print graphics and multimedia communications.

Email: [hi@arthi.org](mailto:hi@arthi.org)

## SKILLS @ A GLANCE

- UI / WEB:** Design conceptualizing, Wireframes, UI Prototyping, Usability Testing, Visual Design, Application Development with MS Expression Blend and SketchFlow
- GRAPHICS:** Design Prototyping, Branding Communication, Multimedia Presentation, Video Editing, Storyboarding, and 3D Modeling & Animation
- DESIGN PORTFOLIO:** <http://arthi.org/>

## WORK PROFILE

Senior Interaction Designer, Xiotech Corporation, Eden Prairie, MN (Sep06- till date)

**3+ yrs**

- Designing user experience for storage management applications
- Use case analysis, UI prototyping and visual design and implementation
- Usability testing and heuristic evaluation
- Coordinating with cross-functional teams during design, development and implementation

### Projects:

- **Virtual View for VMware**  
End to end storage and server management plug-in for VMware infrastructure  
**Finalist:** Best of VMworld 2008 | [Storage Software for Virtualization](#)
- **ICON Manager**  
Storage and server management application  
[Analyst report on ease of use](#) | [Application screenshots](#)

User Interface Designer, Beckman Coulter, Houston, TX (Feb 05- Sep06)

**1.5+ yrs**

Crafted user experience for software and web applications, designed visual interface based on user requirements, business and brand needs

### Projects:

- **iConsole wrapper software for Freedom Evoware** (assay testing)  
Requirements gathering, workflow design, UI prototyping, visual design and implementation
- **DSLabs web site** (<http://www.dslabs.com>)  
Information Architecture, layout design  
CSS template design, raw HTML/XHTML & JavaScript coding for ASP.Net pages  
Database integration for dynamic content

User Interface Designer, Selectica India Pvt. Ltd., Chennai (Dec00-May01)

**0.5 yrs**

Designed user experience and graphics for web based applications

**Projects:**

Elgi, Sharp, D'Signer Watches, BCBS, Select Air

Freelance Designer

**1+ yrs**

- **Touch screen UI, Minrad Inc., Orchard Park, NY** (Aug08-Oct08)  
Designed application workflow and graphics for a medical device used to administer volatile anesthetic agents
- **Redesign of College of Architecture, TTU website** (Dec04-Feb 05)  
Developed site navigation workflow and CSS layout template
- **Mukesh & Associates, Salem** (Dec 01-May 02)  
Redesigned corporate website and print brochures

Graduate Assistant/Instructor, Texas Tech University, TX (Jan 03-Nov04)

**1.5+ yrs**

- Designed web sites, posters and brochures
- Taught 3D Advanced Architectural Visualization for undergraduate students
- Mentored students on presentation tools for architectural visualization

## DESIGN TOOLS

Adobe CS2 suite, MS Expression Blend, MS Expression Design, WPF, Silverlight, Visual Studio, HTML/HTML,DHTML/CSS, JavaScript, XML, Microsoft Visio, Autodesk 3DS Max, Maya

## ACADEMICS

**M.S. Architecture (Visualization)** [Jan 2003-Dec 2004]  
Texas Tech University, Lubbock, TX, USA

**Bachelor of Architecture** [Jun 1995 - Jun 2000]  
Anna University, Chennai, TN, INDIA

## RESEARCH PROJECTS

- Interactive Virtual Architecture as a tool for Online Branding of e-stores (*M.S. Thesis*)
- Technical Feasibility of using 3D Real Time Interactive Technologies for Online Retail Architecture
- Architecture of translation-painting translated. Design of Museum of Modern Art (*B.Arch Thesis*)

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## REFERENCES

Available on request

Recommendations on LinkedIn: <http://www.linkedin.com/in/arthiamaran>