

# Arazu Mayani

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Accomplished and results-driven professional with a passion for creating exceptional user experiences and driving innovative product solutions. Proven success in the delivery of impactful designs across various platforms and industries. Expertise lies in conducting user research, analysing data, and translating insights into intuitive and visually appealing designs. Adept at crafting user-centric solutions by employing user-centred design principles, conducting user testing, and iterating designs based on feedback. Skilled at collaborating closely with cross-functional teams, including product managers and developers to ensure seamless execution of design strategies and deliver high-quality products.

## CORE PROFICIENCIES

Project Coordination | User-Centered Design | Information Architecture | Product Design | Strategic Planning | Time Management | Decision Making

Figma | Figjam | Sketch | Adobe XD | Photoshop | Illustrator | InVision | Whimsical | Miro

## PROFESSIONAL EXPERIENCE

### Nur Codes Creative

June 2021 to Present

#### Senior Product Designer

- Achieved 50% reduction in design-related issues and improved consistency by collaborating with cross-functional teams to establish a comprehensive design system.
- Developed and implemented a user support loop to facilitate ongoing product improvement through analysis of support tickets resulted in operational excellence.
- Ensured precise design specification implementation and enhanced user experience by working closely with developers.
- Performed thorough analysis and benchmarking studies by identifying market differentiation and innovation prospects.
- Offered mentorship and guidance to junior UX designers for fostering a collaborative design culture within the team.

### Ploceus Technologies LLP

Dec 2015 to May 2022

#### Founder

- Attained significant revenue growth and built a strong market presence by managing an IT business focused on mobile app development, SaaS products, ERP solutions, and e-commerce websites.
- Formulated and executed a comprehensive product design strategy aligning business goals with customer requirements and market trends that resulted in the successful launch of multiple industry-leading products.
- Built and managed a diverse team of designers, engineers, and product managers, fostering a culture of innovation, collaboration, and user-centred design thinking.
- Enabled rapid prototyping, user testing, and iteration leading to accelerated time-to-market and exceptional product quality by implementing agile development methodologies and design sprints.
- Rendered outstanding user experiences by conducting extensive user research, usability testing, and competitor analysis, translating insights into intuitive, user-friendly interfaces.

- Supervised designing and development of a highly successful SaaS product, achieving a high customer adoption rate and surpassing revenue targets by leveraging a compelling and intuitive user interface design.
- Coordinated with cross-functional teams, including sales, marketing, and engineering, to ensure seamless integration of design efforts, effective product messaging, and successful go-to-market strategies.
- Built strategic partnerships with key clients and stakeholders, nurturing long-term relationships and driving customer satisfaction through tailored product design solutions to meet their specific needs.

## **Covet Enterprise Solutions**

**Nov 2011 to Oct 2015**

### **Business Owner**

- Managed the lead generation, project scope gathering, proposal development, and deal negotiation
- Coordinated the implementation of an ERP solution by cooperating with team members.
- Served as a distribution partner for a well-known antivirus solution "Bitdefender".

### ***Additional volunteer experience as***

***Local Leader at Interaction Design Foundation and UX Mentor at Onix Education***

## **EDUCATION**

**PGDM - Marketing & Communications** | AICAR Business School

**Bachelor's of Business Administration** | Gujarat University

## **CERTIFICATIONS**

**Enterprise Design Thinking Practitioner** | IBM

**Mobile User Experience Design** | Interaction Design Foundation

**User Experience: The Beginner's Guide** | Interaction Design Foundation

**Become a UX Designer from Scratch** | Interaction Design Foundation

**Human-Computer Interaction (HCI)** | Interaction Design Foundation

**Design Thinking: The Ultimate Guide** | Interaction Design Foundation

**Google Certified UX Professional** | Coursera