

AROON MATHAI

Product Designer with experience in product strategy & software development

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(412) 514 1455

EDUCATION

Carnegie Mellon University

Masters in Human-Computer Interaction,
School of Computer Science. GPA 3.84
2017 - 2018

Vellore Institute of Technology

B. Tech in Computer Science & Engineering,
School of Computer Science. GPA 3.65
2011 - 2015

SKILLS

Holistic Experience Design

End to end (hybrid UX + UI) product design
Visual Design
Interaction design
Animation and 2D illustration
Mobile and web design patterns
Product/UX strategy
Collaboration with cross-functional teams

UX Research

Rapid Prototyping (low + high fidelity)
Contextual inquiry
User interviews
Survey design & analysis
Usability testing

Prototyping Tools

Figma
Adobe Photoshop + Illustrator + AfterEffects
InVision and
Always learning new ones!

Software Development

Font-end web development (HTML/CSS/JS)
Scalable development for millions of users
Shipping web and mobile apps

WORK EXPERIENCE

Product Designer · Two Point Conversions

Dec 2018 - Present

Product Design lead for Remedy, a B2B2C mobile healthcare platform that connects patients with doctors. Shipped the MVP to the iOS App Store.

- Oversaw UX from initial concept to shipping the MVP to the App Store.
- Works with the Executive team to define business objectives and OKRs, product requirements and future product opportunities based on qualitative and quantitative data for different stages of the product release cycle.
- Creates simple and elegant user flows, wireframes, prototypes of different fidelities, animations, icons, UI illustrations, etc based on user-centered research, validating each through multiple iterations of user tests.
- Created a design system for existing core enterprise web products used across the organization by 15+ engineers in production, leading to the retention of a large hospital client in a deal worth over \$120K/year.

Product Designer · Mastercard

Jan 2018 - Sep 2018

Worked on a new (AI/ML) authentication system called Continuous Authentication to understand the factors that influenced user adoption and how to increase it.

- Led 1-2 week design sprints and designed 9 prototypes, testing and validating each through multiple iterations of user tests with 130+ users.
- Shipped a UX Guidelines website, used by 8+ unique Mastercard designers with an average session duration of 4.5 mins.

Product Designer · Bosch RTC

Aug 2017 - Dec 2017

Led design for a new gamified, annotation platform that enabled annotators to easily create high quality annotations for Bosch's driverless vehicle program.

- Conducted research which included surveying 100+ users, developing personas, performing think-alouds and usability tests.
- Prototyped a high fidelity interactive annotation platform and delivered a design guidelines document to be presented to C-Suite executives.
- New design would reduce cost by an estimated 35.2% per task.

Software Developer · Zynga

Jan 2015 - Apr 2017

Software Development lead for Mafia Wars and full-stack developer in a fast-paced environment with cross-functional web and mobile teams of PMs, designers, content strategists, producers and artists.

- Won the studio-wide 'Emerging Star' award for automating features on Mafia Wars in my spare time reducing feature completion time from 5 to 1.5 days on average during my first quarter at Zynga.
- Won the company-wide 'Green Beret' award for work on Dawn of Titans.
- On Draw Something, reduced load-time/user by 80%, increased games created/DAU by 47.45% and increased new sessions per player per day by 2.5x while also decreasing the counter-metric errors/DAU by 59.14%.