

# ARJUN ROY

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## EXPERIENCE

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### CX Designer - Chartwells Higher Education Dining Services

USA, FEB 2022 – PRESENT

- Led the redesign of the campus dining website, resulting in a 15% increase in online orders and a 50% decrease in customer complaints.
- Conducted user research and surveys to gather customer feedback and used it to inform design decisions, resulting in a 40% increase in overall customer satisfaction.
- Developed and maintained a design system that ensured consistency and efficiency across all customer touchpoints, resulting in a 75% increase in brand loyalty for brands such as Starbucks, Dunkin', Chick-Fil-A, and True Grit's.

### UI/UX Designer - Activision Blizzard

USA, MAY 2022 – AUGUST 2022

- UI/UX designer for the Warzone 2.0 and DMZ game modes in the Call of Duty – Modern Warfare II (2022) title.
- Owned the in-game 'Contracts' HUD feature. Created repeatable user flows to reduce design redundancy by 50%.
- Conceptualized and implemented innovative Battle Royale features with a focus on accessibility, expanding the player base and driving record-breaking revenue growth.

### Senior Product Designer - Temenos

INDIA, JUNE 2020 – FEB 2021

- Led the design of the core-banking product - Temenos Transact, resulting in a completely reimagined back-end user experience for the web application used by developers.
- Built a web application that served 2000+ employees globally, reducing API-based querying time by 67% and increasing productivity.
- Onboarded new members, mentored a highly effective team and fostered a collaborative remote work environment during the pandemic through hands-on user research activities.

### Senior UX Designer - Accenture

INDIA, MAY 2018 – JUNE 2020

- Facilitated client meetings and workshops, resulting in a 70% conversion rate of meetings to business for Accenture.
- Managed a team of 4 members to deliver an award-winning experience for a leading national airport.
- Conducted guerilla research, surveys, formal interviews, and A/B testing of 50+ potential users to derive solutions for core problem statements.

## EDUCATION

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Master of Science, Human-Computer Interaction Design  
University of Maryland, Baltimore County

2021 – 2023

Bachelor of Arts (Hons.), Communication Design  
Nottingham Trent University

2014 – 2018

## AWARDS

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ACE - Accenture Celebrates Excellence Award  
Accenture

JANUARY 2020

myConcerto Excellence Award  
Accenture

DECEMBER 2018

Innovation Award  
Pearl Academy

MAY 2018

## SKILLS

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User Interview, Research Synthesis, Affinity Diagramming, Wireframing, Storyboarding, Concept Development, Information Architecture, Visual Design, Motion Graphics, Rapid Prototyping, A/B Testing, Design Systems, Front-end development, Design Documentation, Playtesting, Visual Storytelling

## TOOLS

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Figma, Sketch, Adobe XD, InVision, Adobe Photoshop, Adobe Illustrator, Adobe AfterEffect s, Unreal Engine, Unity, Blender, Cinema4D, Arduino, Processing, HTML, CSS, Javascript, React, C#, C++, Lua Scripting, Jira, Trello, Confluence