



HEMA ARAVINDAN

PRODUCT DESIGNER

EDUCATION

National Institute of Design

Ahmedabad | Class of 2015

M.Des, Animation Film Design

Institute of Road and Transport Technology

Erode | Class of 2013

B.Tech, Information Technology

CONTACT

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📁 [Portfolio website](#)

🌐 [LinkedIn profile](#)

SKILLS

Research

Surveys, interviews, competitor analysis, journey maps, data analysis

Design

Heuristics, emotional design, dealing with ambiguity, rapid prototyping

Testing

Remote test, in-core usability testing, multivariate testing, A/B testing

PROFILE

Born and brought up in a picturesque place like Ooty, I've always had a flair for attention to detail while creating work which is emotionally inclined, naturally appealing with an inherent beauty. My design philosophy draws a lot of inspiration from simplicity and clarity with the end result to evoke a subconscious elation that is memorable and enduring.

EXPERIENCES

Walmart

Staff Product Designer | Jun 2021 - Present

At Sam's Club, I've crafted User Experiences for customer-facing applications. Some significant projects I've led include:

Revamping the tire purchasing experience. Following rigorous research, identified core issues, heightened awareness, boost motivation, facilitated decision-making, improved search functionality, enhanced communication and built trust.

Enhancing the post-transaction journey, including reorder, returns, and replacements, to enhance user satisfaction and boost Net Promoter Score.

Improving the critical phases of the buying process, cart and checkout, to facilitate quicker and smoother purchases.

Samsung R&D Institute

Senior Lead Designer | Jan 2016 - Jun 2021

Story through motion. I was the principal Visual Interaction designer, emphasising motion design for camera experiences by blending delight with usability and bringing designs to life.

Connect and Communicate. Created AR solutions to bridge physical distances and enabling users to digitally connect with loved ones.

Capture and Create. Developed solutions for effortless moment capturing, fostering the creation of timeless memories.

Samsung R&D Institute

Design Intern | Apr 2015 - Oct 2015

Crafted and animated the onboarding journey for Tizen smartphones.

ACHIEVEMENTS

Walmart

Received the Bravo award during my initial quarter at Sam's Club.

Earned the Excellence award for exceptional performance.

Received numerous performance badges from peers.

Samsung

1st Runner-Up in National level contest, Homoselfies

2nd Runner-Up in Global level contest, Robot challenge

2nd Runner-Up in National level contest, Smart TV

Samsung Citizen Award and numerous Spot awards