

Hima Arani

AI/UX DESIGN AND STRATEGY

12+ years creating impactful designs uniting business goals with user needs. I specialize in designing AI products, with key expertise in strategic interaction designs and end-to-end customer experiences.

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WORK EXPERIENCE

AI Product Designer and Strategy Consultant

July 2024 - Present

Studysnap | San Jose, CA

Founded by a high schooler, Studysnap reimagines the way students learn and study in the age of AI.

Designed an end-to-end mobile app with engaging interactive features like chat, images, flashcards, and quizzes, while implementing AI product design guardrails for age-appropriateness, prompt engineering for guided learning, and minimal data collection.

Consultant UX Designer

April 2023 - July 2024

Toddler Town | San Jose, CA

Toddler Town is a women-owned and operated preschool with after-school care, catering to ages 0 and up.

Leveraged site analytics to redesign and restructure Toddler Town's desktop and mobile website, resulting in 42% longer session durations, 4% lower bounce rates, and 0.7% increase in contact rates.

Professional Development Sabbatical

November 2022 – March 2023

Sabbatical to focus on career development. Certified in Service Design and Product Strategy for UX Designers.

Design Lead, Senior Interaction Designer

April 2019 – October 2022

247 AI | San Jose, CA

247 AI is a leading customer service company providing targeted and predictive solutions using AI/ML tools.

- Designed a contact center platform for 12 AI/ML products, for enterprise and dashboard experience, potentially increasing 60% automation rates, and 20% Agent productivity - winning me 2 company awards.
- Designed features for an AI Conversation Builder tool resulting in 20% effort reduction for conversation designers, and multi-language bots for 5 major hospitality and finance clients.
- Crafted intent discovery and modeling tools that used unsupervised ML for clustering customer chats, and supervised tagging to define customer intents which increased chatbot efficiency by 40%.
- Drove end-to-end project planning, feature prioritization, research, and designs for omnichannel chat impacting 60% messaging traffic, and user management tool reducing onboarding times by 80%.

User Experience Designer

July 2018 – May 2019

Xactly Corp. | San Jose, CA

Xactly Corporation is a SaaS company that provides cloud-based enterprise software and services.

- Proactively redesigned the architecture and UX for document workflows, resulting in 30% reduced task completion times, doing quantitative user research like surveys, card sorting, and customer journeys.
- Converted 80% of Xactly's legacy flash screens to native React UI, contributing 15+ interaction design patterns for a scalable design system, navigation enhancements, and content strategy.

Maternity and Travel Sabbatical

May 2017 – June 2018

User Experience Designer

July 2011 – March 2017

Bank of America | San Francisco, CA

- Led enterprise UX initiatives with designs for accessibility, standardizing design systems, impacting 60M+ users, strategically collaborating with cross-functional stakeholders, and managing 8+ offshore designers.
- Delivered high-impact mobile and desktop design projects, including appointment scheduling and customer support enhancements that increased appointments by 80% and reduced call times by 35%, contributing to top mobile app rankings

Technology Analyst, UI/UX Engineering Lead

October 2007 – June 2011

Infosys Ltd. | Mysore, India

Lead UI/UX engineer for site redesign and analytics - Cardinal Health, Waitrose, and SunTrust Banks (Truist).

SKILLS

Tools

Figma, Figjam, Miro
Adobe Creative Suite
Sketch
Jitter animations
Perplexity AI
Uizard

Design

Interaction Design
Prototyping
Design Systems
Information Architecture
Content Writing
Visual Design

Strategy

Rapid Ideation
Journey Maps
Service Blueprints
Feature prioritization
Impact-Effort Matrix

Research

Usability Testing
Surveys
Interviews
Market Research
Competitive landscape
Heuristic Evaluation

CERTIFICATIONS AND EDUCATION

- ELVTR - AI Product Design, Ongoing (2024 - 25)
- Femke.Design - Product Strategy for UX, 2024
- IdeoU - Service Design, 2023
- Nielsen Norman Group - UX Research Specialty, 2021
- MIT CSAIL - Human-Computer Interaction for AI/ML, 2019
- National Institute of Technology, Nagpur (India) - B.Tech, Metallurgy and Material Sciences, 2007