Hari Amogh Murugan

Impact-Driven Product Designer

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Chicago

Work Experience

UX Assistant at DePaul University

Chicago, USA | February 2020 to June 2021

Facilitating UX by ideating, wireframing, prototyping, and developing web pages. Improving information architecture through Card sorting. Designed and developed a Job Search page that earned **700+** unique views in 3 weeks. Performed Heuristic evaluation to revamp HR homepage and decreased bounce rate by **26%**.

Product Designer at PipeCandy

Chennai, India | April 2018 to July 2019

Led branding and product design. Optimized product experience for user and business goals. Analyzed user behavior through task analysis and overhauled the PipeCandy platform that reduced support inquiries by **30%**. Spearheaded the design and launch of several flagship data intelligence tools to close more deals, thereby **increasing** monthly recurring revenue. Designed several marketing collaterals for lead generation that increased prospects by **37%** every quarter. Contributed to the product life cycle from design to development.

UX/UI Designer at Zoho

Chennai, India | October 2016 to April 2018

Conceptualized Zoho Marketplace to **20 million** users. Designed the user experience and interface for the buying experience of paid plugins. Collaborated with various businesses to design plugins for Zoho CRM and Zoho Desk.

Research Assistant at UAB

Barcelona, Spain | February 2016 to June 2016

Used Human-centered approach to design and develop an application that facilitates analysis process for didactics researchers by visualizing raw data from Eye Trackers.

Education

MS Human Computer Interaction

DePaul University | September 2019 - June 2021
Chicago, IL, USA

B.Tech Computer Science & Engineering

SASTRA University | July 2012 - June 2016
Thanjavur, TN, India

Skills

Design

User Research	Wireframing	
Contextual Inquiry	Prototyping	
Empathy Mapping	Heuristic Evaluation	
Personas	Usability Testing	
Journey Mapping	Information Architecture	
Task Analysis	Interaction Design	

Tools

Figma
Sketch
Adobe XD
InVision
Principle
HTML/CSS