

# Arun Pattnaik

## Independent UX Designer

📍 Mumbai, IN

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## User Experience designer working with early stage startups for fifteen years & consulting enterprises for ten.

I'm a UX consultant from Mumbai and I build digital products. I work with both small startups and hugely successful companies, build seriously cool products for them & help their customers win. My work is to ease the communication between a human and a device by solving UX problems through beautiful, intuitive interfaces that consistently and rapidly increase product sales.

### ✦ Experience



**Invisible Studios** Product agency in Mumbai, IN · Wyoming, US · London, UK  
Founder & Head of Experience

Mumbai, IN | Aug 2021 - Present

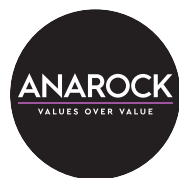
- Lead all the client projects, manage hiring for design and tech.
- Work hands-on with enterprise UX clients for their products.
- Work closely with product managers & tech leads to design consumer focused features for our suite of apps in multiple platforms.
- Maintain internal style guides, design system, and define new patterns.
- Lead business objectives, customer experience, and development bandwidth for both in-house and client projects.



**XTechBuzz, Inc.** PropTech platform in Delaware, US  
Co-founder & Interim CPO

Delaware, US | Jul 2023 - Present

- Setup fully remote design and dev teams and helped build the suite of products from ground up.
- Led the product team spread across multiple continents.
- Core responsibilities: strategies, UX research, client communication, tech/product hiring, and visual design



**Anarock** Real estate company in Mumbai, IN  
Product lead

Mumbai, IN | Jan 2018 - Aug 2020

- Worked with the CXOs and built their first in-house tech product.
- Helped scale their flagship product from low '00 to high '0000s.
- Managed several teams including product & marketing.
- Helped with hiring and setup a design team in 2 separate offices.
- Managed some critical aqui-hired teams (& the corresponding products)



**Various companies & freelance**  
UX/ Visual designer, both in-house and remote roles

Bangalore, Delhi, Mumbai, IN | Jan 2010 - Jan 2018

- Grew from design intern to full-stack designer
- Learned every sect of design including graphic designs, visuals, print designs, front-end coding and research.
- Met hundreds of entrepreneurs and learned the basics of building ambitious products and running successful businesses
- Typically worked 1:1 with founders & CXOs of companies like SlideShare, BrowserStack, OYO, H&R Block & Housing.

### ✦ Education



**Arena Design Institute**  
Design Fundamentals  
Bhubaneswar, IN | 2005



**Sambalpur University**  
Bachelor in Arts  
Sambalpur, IN | 2008

### ✦ Software



Figma



Adobe CC



Notion



Miro



Github

### ✦ Skills

User Research	Prototyping
Personas	Design Systems
User Journeys	Visual Design
Wireframing	Analytics
User Testing	Interactions

### ✦ References



**Arun J**  
**Zoom Inc.** Product company in San Francisco, US  
arun@simplyarun.com



**Frank Almeida**  
**Green Canpump** Consumer Goods in Ontario, CA  
frank.a.almeida@gmail.com



**Ravi Kumar**  
**XTech Buzz Inc** PropTech platform in Delaware, US  
ravi@proptechbuzz.com

### ✦ Certifications



**The Language of Design [Remote]**  
California Institute of the Arts



**Learning Experience Design:  
Development and Evaluation [Remote]**  
University of Michigan



**Designing the Future of Work [Remote]**  
UNSW Sydney