ARJUN JACOB

UX Designer

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UI/UX designer & researcher with 5 years of experience in SaaS, B2B, B2C and enterprise applications. A quick learner, committed to impact, integrity, and user-first design.

SKILLS

UX Research | Figma | Adobe Creative Suite | Claude Design| User Interviews | Surveys | Wireframing | Prototyping | Storyboards | Miro| Information Architecture | UI Design | Design Systems | Typography | Grids | Problem Solving | Conceptual thinking | Interaction Design | Visual Design | User Flows | User Journeys | User Testing | User Research | Mockups | SaaS | Fintech | Mobile Apps | Dashboard Design | Qualitative Research | Google Analytics | Hotjar | Canva| Quantitative Research | Style Guide | Workshops | Communication | Sketches | Statistics | UserTesting | Tree Testing | Card Sorting | Guerilla Usability Testing | Framer

WORK EXPERIENCE

Product Designer - FXE Technologies, London *July 2025 - Present*

- Led UX improvements across the company's flagship B2B commercial lending platform, enhancing broker and lender journeys through user feedback, feature delivery and continuous iteration.
- Revamped and scaled the design system by introducing governance and thorough documentation to improve consistency and development efficiency.
- Partnered with product managers and engineers to **simplify complex lending** and **underwriting workflows** into intuitive, user-centred experiences.
- Conducted user research and facilitated regular focus groups with stakeholders from a **major UK tier-1 bank** to keep a finger on the pulse and stay on top of user pain points.
- Designed secure experiences for handling sensitive financial and **personal data**, always keeping **UK fintech compliance** in mind.
- Created tailored product demos and prototype journeys for the sales team, adapting workflows to different lending processes and underwriting requirements of prospective tier-1 bank clients.
- Led design forums and collaborated closely with frontend engineers to evolve the design system and deliver **accessible**, implementation-ready solutions.
- Currently designing an **AI-assisted underwriting experience** to streamline affordability assessments through human-in-the-loop decision support while maintaining explainability and regulatory compliance.

Freelance UX Designer - Stealth AI Startup, London *July 2025 - Nov 2025*

- Created end-to-end designs for **internal AI tools**, including a video generation platform (Picasso) and an AI video model testing platform (Datacam) for a first-of-its-kind stealth B2C GenAI startup.
- Conducted user research with engineers and data scientists to optimize complex workflows and streamline usability.
- Built an AI model testing interface with configurable pipelines for **detection, pose estimation, background removal, and emotion analysis** and a clear diagnostic review workflow.

- In the process of creating a comprehensive and scalable atomic **design system** for a rapidly scaling suite of tools.
- Used **AI design tools (V0, Lovable, Base44)** for rapid prototyping and wireframing, reducing iteration cycles.
- Delivered high-clarity Figma designs for both consumer and internal tools, ensuring adoption across teams.

UX Designer - HCLTech, New Delhi *July 2022 - Oct 2024*

- Successfully revamped **8+** large enterprise applications with contrasting business requirements, global user groups, and problem statements.
- Lead the requirements phase with stakeholders to understand business goals and create tailored UX research strategies.
- Boosted NPS (Net Promoter Score) of revamped applications by an average of **+30 points**.
- Slashed HCL's candidate onboarding cycle time by **24 hours**.
- Conducted **49** user interviews (created interview scripts, recruited users, and implemented findings).
- Delivered wireframes for **3 large portals** and for 3 child apps inside HCLTech's enterprise mobile app.
- Articulately and regularly presented UX research findings to senior HCL stakeholders across the globe.

UX Designer - Ernst & Young (EY), New Delhi *July 2020 - June 2021*

- Worked on the design of an end-to-end SaaS based Learning Experience Platform (LXP) - ***Spotmentor***, which helps businesses identify and close employee skill gaps through hyper personalised learning pathways using NLP and ML technologies.
- Conceptualised the interface for dashboards on the platform using competitive analysis, mood boards, and brainstorming with senior designers to generate low-fi wireframes.
- Spearheaded the creation of a successful PBL (**gamification**) framework which consisted of researching and developing a badge hierarchy and reward system for our platform (including Open Badges).
- Successfully led interviews with representatives from industry leading LXPs such as Cornerstone, Docebo, and Valamis.

EDUCATION

Master of Arts, Economics and Politics (2:1) - University of Edinburgh, UK *Sep 2015 — May 2019*

International Baccalaureate (IB) - Step by Step Noida, India *May 2013 — May 2015*

ONLINE COURSES

Interaction Design Specialisation, (Coursera),University of California, San Diego *April 2022 — Jan 2023*

Enterprise Design Thinking Practitioner, IBM *June 2021*

Effective Business Presentations with PowerPoint, Coursera *Aug 2020*

Data Visualization with Advanced Excel, Coursera *July 2020*