ANDREA JOE LORETT ARULRAJ

UX Designer | UX Researcher | Interaction Designer
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PROFESSIONAL SUMMARY

UX Designer and Researcher with an M.Sc. in User Experience Management & Design and hands-on experience in user-centered design, interaction design, competitive analysis, wireframing, prototyping, and structured research documentation. Experienced in translating research findings into personas, user stories, workflow models, and enterprise interface concepts. Proficient in Figma, Adobe Illustrator, HTML/CSS, and usability research, with a particular interest in human-AI interaction and accessible digital products.

CORE SKILLS

UX Research: User Research, Usability Testing, Competitive Analysis, Qualitative Analysis, Personas, User Stories, Market Research, Research Documentation
UX/UI Design: Interaction Design, Information Architecture, Wireframing, Prototyping, User Flows, Content Structuring, Human-AI Interaction
Methods & Modeling: UML Interaction Modeling, Workflow Modeling, Structured Reporting, Design Documentation, Digital Asset Organization
Tools & Technologies: Figma, Adobe Illustrator, HTML, CSS, JavaScript, WordPress, Microsoft Excel, Google Sheets, GitHub, Google Analytics

PROFESSIONAL EXPERIENCE

Interface & Interaction Designer Intern **Feb 2025 - May 2025**
Notisent | Göttingen, Germany

- Structured email interface templates and interaction assets using platform-based prototypes, supporting consistency across product design iterations.
- Maintained UI content versions and design documentation to improve traceability and team collaboration throughout the design process.

SELECTED UX & RESEARCH PROJECTS

Master's Thesis - A UI Blueprint for AI Meeting Assistance **Dec 2025**
PFH Private University of Applied Sciences Göttingen in collaboration with Notisent | Göttingen, Germany

- Conducted literature and competitive UX analyses of Fireflies.ai, Otter.ai, Microsoft Copilot, and other meeting-assistance tools to identify gaps in transparency, evidence traceability, accountability, and workflow integration.
- Translated research findings into personas, user stories, UML interaction models, and mid-fidelity wireframes for during- and post-meeting workflows.
- Designed transcript-linked summaries, editable action items, AI transparency cues, and integration concepts for email, calendar, and task-management systems.

UX Researcher - Dorsch Lexikon der Psychologie **Dec 2024**
Client: Hogrefe | PFH Private University of Applied Sciences Göttingen | Course Project

- Consolidated usability feedback and test-session findings into standardized research documentation for team-wide review.
- Translated research observations into documented feature recommendations supporting platform-wide design consistency.

User Researcher - Future Training Study **May 2024**
Client: Hogrefe | PFH Private University of Applied Sciences Göttingen | Course Project

- Structured and analyzed user-research data for internal reporting and converted findings into presentation-ready insights.
- Maintained research documentation and organized qualitative findings for effective communication across the project team.

UI/UX Designer - Interactive Restaurant Reservation Platform **Apr 2024 - Jun 2024**
PFH Private University of Applied Sciences Göttingen | Göttingen, Germany | Course Project

- Designed an interactive restaurant reservation platform with floor-plan and AR-based table selection for German restaurants.
- Simplified the booking flow through clearer navigation and direct table selection, reducing potential booking errors.

ADDITIONAL TECHNICAL PROJECTS

Developer - IoT-Based Crop Recommendation System **Dec 2022 - Mar 2023**
St. Joseph's Institute of Technology | Chennai, India | Course Project

- Developed an IoT-enabled smart-farming system using real-time sensor data and machine-learning models to classify soil types and recommend suitable crops.
- Applied Support Vector Machine and Decision Tree algorithms and integrated a microcontroller-based interface for data collection and analysis.

Developer - AI-Powered Real-Time Communication System for People with Disabilities **Sep 2022**
St. Joseph's Institute of Technology | Chennai, India | Course Project

- Developed an IBM Watson-based application concept to translate sign language into spoken audio and convert spoken communication back into an accessible format.

Developer - Speech Emotion Recognition Using Sound Classification **Jan 2022**
St. Joseph's Institute of Technology | Chennai, India | Course Project

- Built an LSTM-based sound-classification system to identify seven common speech emotions and visualize the predicted emotional state.

EDUCATION

M.Sc. in User Experience Management & Design **2023 - 2025**
PFH Private University of Applied Sciences Göttingen | Final grade: 2.45
Master's Thesis: A UI Blueprint for AI Meeting Assistance

Bachelor of Engineering in Computer Science **2019 - 2023**
St. Joseph's Institute of Technology, Chennai, India | CGPA: 8.6/10

PUBLICATION

Lorett, A. J., Charumathy, and Jaspin. "IoT-Based Crop Recommendation System Using SVM and Decision Tree Algorithms." International Conference on Intelligent Computing, Smart Communication and Network Technologies, Springer Nature Switzerland, 2023, pp. 198-214.

LANGUAGES

Tamil (Native) | English (B2) | German (A1) | French (A1)