RADHIKA ARORA

Product (UX/UI)/ Digital Designer

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OBJECTIVE

Dynamic and results-driven Strategic Product (UX/UI) and Digital Designer with 3 years of experience in end-to-end design processes, delivering exceptional user experiences and visually appealing designs. Proficient in user experience design, interaction design, and cross-functional collaboration, committed to crafting compelling products that optimize complex workflows and promote collaboration. With expertise in SaaS and mobile design and a user-centered approach, eager to contribute to product development through data-driven and research-based design.

WORK EXPERIENCE

StraighterLine | 2024-Present | Remote
Digital Designer

- Design and develop digital marketing assets like landing pages, emails, and Ad Creatives for marketing campaigns to drive conversions and retention

WOOOBA | 2023-Present | Remote
Founding Product Designer

- Lead product design go to market strategy for mobile application and website launch, with a waitlist of 3 million users
- Led design of wallet features for in-game transactions, prize distributions, and teams
- Develop a global design system in Figma to create consistency and establish strong brand recognition

Upwork | 2021-Present | Remote
Freelance Product/Digital Designer

- Conceptualized digital product prototype solutions for John Bean Global automobile equipment Co. to increase sales & revenue
- Designed and launched a music-centric dating application in the London market in an end-to-end design process
- Illustrated J.P. Morgan Stanley's corporate challenge maps for their annual marathon
- Created various one-pagers, hero images and other digital assets for car dealerships as well as packaging design for Bosch Strips

Auction Technology Group | 2022-2023 | New York, NY
Product Designer, Seller Experience

- Redesigned SaaS product navigation and Information Architecture, reducing click-through rates by 40% by conducting user research and usability testing
- Crafted seamless user experiences, resulting in $110,000 in sales in beta in less than 24 hours, while working and maintaining design systems
- Redesigned mobile inventory application by creating wireframes, mockups, and prototypes to increase bids and revenue.
- Led cross-functional collaboration efforts and leveraged Agile Development principles to drive the successful attainment of quarterly goals

Innovative Software Solutions | 2022 | Remote
UX/UI Designer

- Enhanced user experience on the How2Recycle platform by analyzing feedback, identifying pain points, and prioritizing improvements, boosting major retailer utilization by 15% and impacting sustainability efforts.
- Improved LaMP's marketing website through targeted research, leading to a 10% decrease in bounce rate and an 18% increase in organic traffic.
- Increased initial registrations by 13% within 72 hours of launch by redesigning the Sustainable Packaging Coalition's event site.

Vydia | 2021 | Remote
UI/UX Design Intern

YING | 2020 | Remote
UX/UI Design Intern

EDUCATION

Monmouth University
West Long Branch, NJ

Bachelors in Fine Arts with a concentration in Graphic and Interactive Design | Minor in Marketing

Phi Eta Honors Society
Award for Creativity in Graphic Design

SKILLS

Design
Wireframing, User Flows, Design Systems, style guide, UI/UX design, Design thinking, Typography and Layout, Responsive design
Tools: Figma, Miro, Adobe Creative Suite, Sketch

Prototyping
Rapid, High-Fidelity and Animation Prototyping
Tools: Figma, Miro, Creative Cloud, Zeplin, InVision

Research
User Research, Qualitative and Quantitative Research, User Personas, Journey Mapping, A/B Testing, Competitive Analysis, Data Analysis, User Interviews, Research Documentation, Workshop Planning & Facilitation
Tools: Google Analytics Usability Hub, Sprig, Confluence

Collaboration
Cross-Functional Team Collaboration, Stakeholder Engagement, Agile and Scrum Methodologies, Project Management
Tools: Jira, Confluence, Slack, Microsoft 365

LANGUAGES

Hindi Fluent
Spanish Conversational