

RADHIKA ARORA

Product (UX/UI) and Digital Designer

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OBJECTIVE

Strategic Product (UX/UI) and Digital Designer with 3 years of experience leading initiatives in end-to-end design processes. Specializing in user experience, interaction and digital design for SaaS and mobile applications, dedicated to creating visually appealing designs and exceptional user experiences. Committed to leveraging data and research to craft solutions that optimize complex workflows and resonate with diverse audiences.

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 for go to market strategy for mobile application and website launch, with a waitlist of 3 million users
- Design 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 UX & Digital Designer

- Map out user journeys and wireframes for non-profits, small businesses, and volunteers for the online platform, Taproot Plus
- 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

- Crafted a new feature user flows for SaaS music rights management product for web and mobile platforms using Figma

YING | 2020 | Remote
UX/UI Design Intern

- Designed user experiences, prototypes of mobile application using Sketch & InVision

EDUCATION

Pratt Institute
New York, NY

Master in Professional Studies in Design Management | May 2026

Monmouth University
West Long Branch, NJ

Bachelors in Fine Arts with a concentration in Graphic and Interactive Design | Minor in Marketing | May 2022

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, digital design

Tools: Figma, Miro, Adobe Creative Suite, Sketch, Webflow, Hubspot, Wordpress

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, Asana, Confluence, Slack, Microsoft 365, Google Suite

LANGUAGES

Hindi Fluent

Spanish Conversational