

Radhika Arora, MPS

Product Designer

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OBJECTIVE

Versatile Product Designer with 4+ years of experience designing SaaS, mobile, and fintech products for growth-stage teams. Blends hands-on design execution with product strategy to deliver scalable, empathy-driven solutions that meet user needs and drive business outcomes. Currently pursuing a master's in Design Management at Pratt Institute, applying systems thinking and strategic leadership to amplify clarity, collaboration, and long-term impact across teams.

WORK EXPERIENCE

Product Designer | 2023-Present | Remote WOOOBA

- Lead product design for WOOOBA's mobile and web platforms, guiding go-to-market strategy and ensuring product readiness for a waitlist of 3.4M+ users.
- Design and maintain the platform's wallet experience, enabling users to manage payments, collect fees, and track earnings — a foundational feature that helped unlock a key B2B opportunity and secure a partnership across 200+ locations, positioning the product for long-term recurring revenue growth of up to \$1M/month.
- Create the user experience for subscriptions, designing recurring payment flows and group management features to support user retention and monetization strategy.
- Build and maintain a scalable design system in Figma, establishing reusable components that reduce front-end development time and improve cross-platform consistency.
- Lead ongoing marketing website and B2B web-based product iteration, optimizing conversion-focused UX and responsive behavior to reflect evolving product and brand goals.
- Partner cross-functionally with product, engineering, and leadership, aligning business priorities with user needs through design reviews, documentation, and product workshops.

Product Designer | 2021-Present | Remote

Clients: Kieser, StraighterLine, ChildCare Education Institute, Snap-On, Taproot Plus, Cherokee Film Institute, Enoch, Departure Depot, Melo, J.P Morgan Corporate Challenge

- Maintain clear communication with clients to create transparency, ensure all client needs are met, and mitigate risks while delivering design solutions tailored to business goals.
- Optimize customer touchpoints for digital marketing campaigns to enhance user experience, resulting in a 20% increase in conversion rates and improved customer retention.
- Lead the end-to-end design process, leveraging user research to conceptualize user flows, wireframes, mockups, and interactive prototypes, from discovery to launch, to boost user engagement and conversions using Figma.
- Leverage established design patterns while exploring innovative solutions to address key usability issues, ensuring designs meet accessibility and inclusive design standards.
- Create high-fidelity design assets for acceptance, development, and delivery to market, enabling seamless collaboration with cross-functional teams in Agile environments.

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

- Redesigned SaaS product navigation and header, reducing click-through rates by 40% and simplifying workflows from 3 clicks to 1 by leveraging design systems and addressing key usability issues through user journey mapping and iterative improvements.
- Crafted seamless user experiences for transactions, refunds, and automated tax calculations during atgPay's beta testing, generating \$110,000 in sales from a single auction and showcasing the value of data-driven design.
- Developed and presented product vision designs and high-fidelity prototypes using Figma for a mobile inventory application, driving alignment with executive stakeholders and securing approval for a cross-platform SaaS expansion.
- Validated product designs and supported technical strategic planning by leading workshops, conducting collaborative user research, and analyzing end-user surveys to refine functionality and deliver impactful design solutions.
- Enhanced branding consistency and scalability by utilizing Figma to contribute to the organization's global design system, driving increased adoption of seller-facing products.

SKILLS

Leadership Qualities

Empathy, Decision-Making Capabilities, Accountability, Transparency Creativity and Innovation, Emotional Intelligence, Delegation and Empowerment

Design

User-Centered Design Principles, Service Design Prototyping and Wireframing, High-Fidelity Prototypes, Scalable Design Systems, Branding and Design Consistency, Mobile-Responsive Design for Data-Heavy UIs, Accessibility, and Inclusive Design

User Research

User Journey Mapping, Buyer Persona Development, Usability Testing, Data Analysis and Feedback Synthesis, Conducting End-User Surveys, Addressing Key Usability Issues

Product Management

Cross-Functional Collaboration, Agile Methodologies, Stakeholder Management, Go-To-Market Strategy, Aligning Design with Business Objectives, Workshop Leadership

Tools

Figma, Webflow, WordPress (WP Engine), Adobe Creative Suite, Jira, FigJam, Notion, Miro, Hubspot, Asana, Mural

LANGUAGES

English - Native
Hindi - Fluent
Spanish - Conversational

EDUCATION

Pratt Institute New York, NY

Master in Professional Studies in Design Management | Expected May 2026

Courses: Leadership & Team Building, Strategic Technology, Design Management through Triple Bottom Line Approach, Financial Reporting & Analysis, Advertising & Management, Management Communications, International Business, Management of Change & Innovation, Money and Markets, Design Operation Management

Monmouth University West Long Branch, NJ

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

- Led cross-functional collaboration and applied Agile methodologies to achieve quarterly goals, partnering with senior designers to facilitate collaborative design review sessions and refine product features.

UX/UI Designer | 2022 | Remote **Innovative Software Solutions**

- Analyzed and synthesized user feedback to identify pain points and prioritize data-driven design improvements, increasing major retailer utilization of the How2Recycle platform by 15% and advancing sustainability efforts.
- Conducted primary research, including buyer persona development and user journey mapping, to inform high-fidelity designs for LaMP's marketing website, reducing bounce rates by 10% and increasing organic search traffic by 18%.
- Redesigned the Sustainable Packaging Coalition's event and marketing websites (Webflow), increasing registrations by 13% within 72 hours of launch and amplifying brand identity to improve user engagement.
- Elevated internal branding across social media, presentations, and pitch decks, ensuring alignment with institutional branding guidelines. This led to doubling the largest client's contract and securing three additional projects, contributing to a \$150,000 Q3 revenue increase.
- Collaborated with cross-functional teams to align design strategies with business goals, utilizing iterative design processes to deliver measurable outcomes.

UI/UX Design Intern | 2021 | Remote **Vydia**

- Refined and optimized user flows for label and rights management systems, ensuring alignment with user needs and enhancing the end-to-end user experience for music labels and artists.
- Led the redesign of mobile-responsive interfaces, rethinking the display of data-heavy UIs to improve usability and accessibility across devices while adhering to scalable design systems, accessibility, and branding standards.
- Collaborated with cross-functional teams, including stakeholders and engineers, to align designs with business goals, address technical constraints, and ensure seamless execution through Agile workflows.

UX/UI Design Intern | 2020 | Remote **YING**

- Designed user experiences for mobile and desktop platforms, working closely with cross-functional teams during requirements gathering to deliver cohesive and seamless solutions.
- Developed high-fidelity prototypes and detailed test documents to ensure compliance with industry regulations, achieving a 20% reduction in post-rollout issues and enhancing the end-user experience.
- Presented weekly updates to executives and stakeholders, aligning UX design goals with project timelines through clear communication and collaboration.