ARPIT RANKA

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OBJECTIVE

Product Designer with 3+ years of experience translating complex business and user needs into delightful interfaces by owning end-to-end design process from user research, facilitation, and strategy, through to ideation, prototyping, design delivery and user testing.

WORK EXPERIENCE

User Experience Designer - Lead at **Motorola Solutions, Chicago, IL**   *Jan 2022 – Jan 2024*
- Conducted foundational research with 5 users in-field, to understand user needs, pain points, behaviors, workflows, their jobs-to-be-done, environments and the friction points for each user segment
- Defined UX strategy fulfilling user and business goals, presented yearly roadmap to senior leadership
- Led Ideation workshops, wrote user stories, produced 50+ Lo-Fi concepts, iterated on designs based on user, team feedback; collaborated closely with PM, engineers, researchers, leadership across 3 continents
- Communicated solutions to stakeholders by creating wireframes, user flows, mockups, storyboards, hi-fi prototypes consistent with Motorola's design system; lead, mentored junior UX designers and interns
- Delivered faster, safer design after usability testing; saved $3M annually due to reduced customer support

Digital Designer, Graduate Fellow at **NYU Stern, Manhattan, NY**   *Jan 2021 - Sep 2021*
- Led brand vision, produced marketing graphics, video assets, established style guide and designed 20+ page web experience boosting brand awareness by 80% on the campus
- Advised startup teams on branding, logos, web design, go-to-market strategies, funnel conversion

Design Researcher, Human-Centered Designer at **Design for America, Bronx, NY**   *Sep 2020 - Apr 2021*
- Interviewed 6 residents (students, tech stewards, tele-health doctors) to understand the digital divide
- Facilitated design thinking workshop and co-designed with residents, presented at monthly design critiques

UX Designer, Team Lead at **NYU Steinhardt, Brooklyn, NY**   *Sep 2020 - Dec 2020*
- Spearheaded user research, synthesized findings into insights, iteratively framed design problem, performed ideation, sketching, prototyping, and then iterated based on usability tests, user feedback
- Developed strategies for remote team collaboration, engaged in oral and written critiques of peer designs

UI Designer, Visual Designer at **NYU Gallatin's Prison Education Program, NYC**   *Mar 2020 - Dec 2020*
- Collaborated with stakeholders to redesign 15+ webpages for WCAG accessibility and fight inherent dogma
- Taught PEP students HCI and UX principles, digital marketing, content strategy, user centric web design

EDUCATION

MSc. Computer Science, New York University Tandon School of Engineering   *2019 – 2021*
Courses - User Experience Design, Ideation and Prototyping, Human Computer Interaction, History of HCI, Game Design.
B.Tech Computer Science and Engineering, SRM Institute of Science and Technology, India   *2015 – 2019*

SKILLS

Design   Prototyping,Information architecture, Design system, Wireframing, Visual design, Sketching, User flows
Research User Stories, Usability Testing, Journey Map, Personas, Storyboards, Heuristic Analysis, Card sorting
Tools   Figma, Adobe Creative Suite, Sketch, Miro, HTML/CSS, Balsamiq, Framer, AHA, Zeplin, Jira, Principle
Other   Organizing workshops, Iconography, Storytelling, Mockups, Branding, Heatmap, Behavioral analysis