

ARPIT RANKA

+1 (347) 248-6906 ◊ hello@arpitranka.com ◊ Open to relocate ◊ [linkedin.com/in/arpit-ranka](https://www.linkedin.com/in/arpit-ranka) ◊
Portfolio - <https://arpitranka.com> (password - moto123) ◊ **H1B** holder (5 years left), h1 visa transfer needed

OBJECTIVE

Experienced Product Designer adept at delivering impactful solutions that meet user needs and business goals. Proficient in industry-leading design tools, I have led the end-to-end design process from user research, consolidation, facilitation, and strategy, through to ideation, prototyping, design delivery and user testing.

WORK EXPERIENCE

(career break – family leave ~ 2024)

User Experience Designer - Lead at Motorola Solutions, Chicago, IL

Jan 2022 – Jan 2024

- Conducted foundational research with 5 users in-field, to understand their needs, pain points, behavior, PoV and JTBDs; defined UX strategy fulfilling user & business goals; presented roadmap to senior leadership
- Led Ideation workshops, wrote user stories, produced 500+ Lo-Fi concepts, iterated on designs based on user feedback, team critique; **collaborated with PM, developers, researchers across 3 continents**
- Communicated solutions to stakeholders by creating wireframes, user flows, mockups, storyboards, hi-fi prototypes; utilized and contributed to 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 cohesive style guide and designed 20+ webpages **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 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, HCI, History of HCI, Game design, Artificial Intelligence

B.Tech Computer Science and Engineering, SRM Institute of Science and Technology, India

2015 – 2019

SKILLS

Design Prototyping, Information architecture, Design system, Wireframes, Visual design, Sketching, User flows
Research User stories, User testing, Journey map, Personas, Storyboards, Heuristic analysis, Strategy & planning
Tools Figma, Adobe Creative Suite, Sketch, Miro, HTML/CSS, Balsamiq, Framer, AHA, Zeplin, Jira, Principle
AI/Other Conversation design, AI Ethics, Prompt engineering, Competitive analysis, Branding, Sitemap, Mockup