ARPIT RANKA

hello@arpitranka.com ⋄ Open to relocate anywhere in the USA ⋄ Portfolio - https://arpitranka.com
+1 (347) 248-6906 ⋄ linkedin.com/in/arpit-ranka ⋄ **H1B visa** holder (~5 years left)**,** h1 visa transfer required

SUMMARY

Experienced Product Designer adept at delivering impactful solutions meeting user needs and business goals. Proficient in all design & AI tools, I have led the end-to-end design process for an enterprise **B2B Saas** app, from UX research, strategy, through to ideation, prototyping, design delivery and user testing at a Fortune 500.

WORK EXPERIENCE   *(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, UX best practices, 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