

Arushi Kumar

Product Designer, San Francisco

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WORK EXPERIENCE

Airdev - San Francisco, California

UX Designer (Contract)

Dec 2023 – Present

- Designing user experience of a Marketplace to enhance engagement for buyers and sellers to increase product visibility, growth and revenue.
- Collaborating with client, product and engineering, executing rapid prototyping and iterative testing cycles to ensure seamless integration of UI elements and functionality.

Enso Village - Remote, California

Product Designer

Mar 2023 – Aug 2023

- Conceptualized and implemented a deconstructed library system catering to a demographic of 700+ senior citizens that will significantly improve accessibility and foster communal reading and discourse.
- Engineered a hybrid knowledge-sharing platform with 3 distinct touch points involving a digital app, analog accessories such as book labels, shelves, print materials, and signages to provide additional support and guidance.
- Facilitated a cohesive cross-functional initiative to deploy the library system in dispersed spaces within Enso Village, working closely with a team of 15 people from the Enso team, residents, and engineering, ensuring a seamless integration.

upGrad - Mumbai, India

Senior Product Designer

Apr 2021 – Apr 2022

- Spearheaded the development of a novel CRM platform for scheduling and managing events and sessions for students, benefitting over 600 experts (mentors, coaches, internal team), and boosting cohort engagement by 40%.
- Overhauled the 'Grading' portal to automate the process of course evaluation across all cohorts, reducing time of grade completion by 60%.
- Led the end to end design life-cycle for the Core pod, managing cross team communication among 100+ stakeholders consisting of product managers, operations, engineers and users.

Product Designer

Mar 2019 – Mar 2021

- Launched 'Learn' portal, empowering over 500,000 students nationwide. This comprehensive platform offered seamless course management, goal gamification, KPI tracking, peer discussions, and leaderboards, catalyzing a notable 19% enhancement in Net Promoter Score.
- Pioneered the Careers platform, a trifecta of a Job Portal, Career Score system, and Events hub. The portal saw an impressive 83% adoption rate among upGrad students within its inaugural year.
- Collaborated with 50+ product managers, business teams, data analysts, and developers to conduct in-depth research, analyze findings, facilitate design reviews, and ensure adherence to constraints, resulting in the successful delivery of high-quality builds.

KarmaCircles - Delhi, India

Founding Product Designer

Aug 2018 – Dec 2018

- Partnered closely with the founder to establish and execute the company's design system, resulting in a 40% improvement in design efficiency.
 - Designed a seamless user experience for a Cab Reviewing application, directing the entire UX journey from ideation to implementation.
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EDUCATION

California College of the Arts, San Francisco

Master's in Interaction Design

IIIT Delhi, India

Bachelor's of Technology in Computer Science

SKILLS

Design: UX Design, User research, Design system, Product strategy, Wireframing, Customer journey map, Data visualization, Enterprise design, Ideation, Information architecture, Interaction design, Mobile design, Motion design, Product design, Rapid prototyping, Service design, Systems thinking, Usability testing, A/B testing, UI design, Visual design, Accessible design

Tools: Figma, Sketch, Proto.io, Adobe creative suite, Photoshop, Illustrator, InDesign, Lightroom, Premier pro, Arduino, CSS, HTML, InVision, Jira, JS, Keynote, Microsoft office suite, Miro, Origami studio, Processing, P5.js, Slack, Zeplin, Google suite

Interpersonal: Design thinking, Storytelling, Problem solving, Agile, Mentorship, Facilitation, Co-creation, Cross-Functional Collaboration

INVOLVEMENTS

Interactive Electronic & Digital Lab - Graduate Student Assistant

California College of the Arts

Sep 2022 - Aug 2023

Animation & Graphics - Teaching Assistant

IIIT Delhi

Jan 2018 - Apr 2018