Radhika Arora, MPS

Product Designer

Radhika.ar09@gmail.com | 732.208.5848
https://www.linkedin.com/in/radhikaarora00
https://www.raddhikaarora.co, password: 1298

OBJECTIVE

Versatile Product Designer with 3+ years of experience crafting impactful SaaS, mobile, and web platforms. Passionate about blending strategic thinking with empathy-driven design to deliver solutions that meet user needs and exceed business goals. Ranked in the top 3% of Upwork talent with a 100% job success rate. Excited to contribute thoughtful, user-focused design to innovative teams.

WORK EXPERIENCE

Product Designer | 2023-Present | Freelance, Remote
WOOOBA

- Lead product design go-to-market strategy for mobile application and website launches, aligning with a waitlist of 3 million users and ensuring a seamless launch process.
- Develop user flows, wireframes, mockups, and interactive prototypes in Figma to clearly communicate designs, securing a B2B contract for deployment across 200+ sporting facilities and generating $1M in monthly recurring revenue within two weeks of launch.
- Build and maintain a scalable design system in Figma to enhance design consistency and enable faster project delivery, collaborating closely with front-end engineers to bridge design and development for seamless execution.
- Facilitate stakeholder alignment and communication, ensuring design priorities are met and fostering buy-in for critical design decisions to meet business goals.
- Support product planning and prioritization by facilitating workshops and creating documentation to align team efforts and set the foundation for future product development.

Product Designer | 2021-Present | Freelance, Remote
Clients: StraighterLine, ChildCare Education Institute, Taproot Plus, Cherokee Film Institute, John Bean, Melo

- 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.
- 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.

SKILLS

Leadership Qualities
Empathy, Decision-Making Capabilities, Account-ability, Transparency Creativity and Innovation, Emotional Intelligence, Delegation and Empowerment

Design
User-Centered Design Principles, 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

Monmouth University
West Long Branch, NJ

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

Phi Eta Honors Society
Award for Creativity in Graphic Design

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.