

ARUSHI MALHOTRA

Product Designer

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(916) 517 - 9762

EXPERIENCE

ServiceNow

Product Design Intern | May 2019 - Present

Designed a responsive experience that provides recommendations and guidelines to customers for upgrading software.

Worked closely with engineers and product manager to built user flows, wireframes and prototypes for the usability study.

JCPenney

● UX/UI Designer | Sep 2017 - Aug 2018

Redesigned the homepage and search experience for mobile apps, which increased overall conversion rate by 7.1%.

Executed visual a redesign of 'My Account' to improve usability and provide self-service capabilities.

● UX Design Intern | Jun 2017 - Aug 2017

Worked cross-functionally to design the Design System, which now serves as a standard framework for designers and engineers.

Built a 'one-click' checkout process to increase customer purchase intent.

Whistle

UX Design Intern | Aug 2016 - Sep 2016

Created a mobile platform to help pet care providers manage clients. Presented concept prototypes to the team based on in-depth usability interviews, field testing and landscape analysis.

Human Factors Research & Design

Interaction Design Intern | Aug 2015 - Sep 2015

Designed a tablet application in collaboration with engineers to place coffee orders at a local barista in Bangalore.

EDUCATION

New York University | Sep 2018 - Dec 2019

M.S. in Integrated Digital Media | Graduate Assistant

University of California, Davis | Sep 2013 - Aug 2017

B.A. in Design & Visual Communication | Dean's Honor List

General Assembly | Jun 2016 - Sep 2016

Certificate in UX Design and Research

SKILLS

Design

HCI

Wireframing

Prototyping

Rapid Ideation

User Interfaces

Interaction Design

Research

User Interviews

Usability Testing

A/B Testing

Competitive Analysis

Information Architecture

Persona Development

Affinity Mapping

Journey Mapping

Tools

Sketch

Adobe Creative Suite

InVision, Principle, Flinto

HTML & CSS, Javascript

UserTesting.com