

Arpit Ranka

LONDON, UK

PORTFOLIO

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CONTACT

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WORK AUTHORIZATION

High Potential Individual Visa,
valid till Aug 2028.
NO sponsorship needed,
available to join immediately.

EDUCATION

New York University

MS Computer Science ·
NYC, New York, USA
SEP 2019 - MAY 2021
Courses - User Experience
Design, Ideation & Prototyping,
HCI, History of HCI, Game
Design, Artificial Intelligence.

SRM University

B.Tech Computer Science ·
Chennai, India
SEP 2015 - MAY 2019

LANGUAGES

English, Hindi, French

CERTIFICATIONS

Conversation Design
Advanced Conversational AI
Prompt Engineering
UX Design Foundations

Product Designer who turns complex, data-dense B2B software into interfaces users instantly grasp, rely and act upon. I have led the end to end design for a mission-critical ANPR tool used daily by law enforcement in US & UK at Motorola Solutions. Recently, as founding designer, I shipped 0→1 product at Cautio, India's fastest-growing AI dashcam & fleet-safety startup.

EXPERIENCE

Senior Product Designer

SEP 2025 - JUN 2026
BENGALURU, INDIA

Cautio - telematics hardware expanding to fleet management

- Partnered directly with CTO to define product vision, ran research with fleet operators and owners, and set up a design system and research process to ship the first product during 3x revenue growth
- Designed for operator's bird's-eye view: real-time dashboard, live tracking, trip replay, analytics plus admin: roles & permissions, vehicle & driver management for commercial fleets of 1000+ vehicles
- Introduced human-in-the-loop for critical AI-safety events, designed safe, context-relevant communication and alerting protocols between operators and drivers across hardware & software
- Hired two designers, established design critique and craft standards, collaborating closely with PM & engineering to hold quality and consistency as team grew and product expanded to iOS & Android

UX Consultant

JUL 2024 - AUG 2025
MUMBAI, INDIA

Consoul LLP - a marketing agency serving South Asian clients

Solo UX partner - delving into unfamiliar industries like food delivery, e-commerce & banking, getting up to speed fast, to deliver UX audits, heuristic evaluations and UI/UX redesigns for intl' clients

UX Designer

JAN 2022 - JAN 2024
CHICAGO, USA

Motorola Solutions - public safety ANPR for law enforcement

- Redesigned an acquired ANPR product for Motorola's public-safety ecosystem, introduced modular UX framework that plugged radio, dispatch, bodycam seamlessly into sole in-vehicle desktop hub
- Conducted foundational research with 5 police officers in-field, observing how they actually work, understanding their needs, pain points, and jobs-to-be-done; then defined a UX strategy and roadmap balancing user needs and business goals and presented it to senior leadership
- Translated a complex detection system into an interface officers could act on in seconds - designing how alerts looked and were surfaced, which information an officer needed most before taking action
- Delivered faster, safer design after usability testing; saved ~\$3M yearly due to reduced support visits

UI/Web Designer

MAR 2020 - MAY 2021
NEW YORK CITY, USA

New York University

At NYU, I designed and launched the Berkley Center for Entrepreneurship website and redesigned the NYU Prison Education Program with new branding meeting web-accessibility standards.

SKILLS

Design

Systems thinking (0→1 and scale-up) · Product Ecosystem (hardware cameras & B2b UI) · Information-heavy & real-time UI, maps · Data visualisation · Design systems (built from scratch) · Wireframing, prototyping (lo-fi → hi-fi) · Desktop & in-vehicle interfaces · Touch-first interfaces

Research & Strategy

Contextual enquiry · Remote interviews · Usability testing · Heuristic evaluation & UX audits · UX strategy & roadmapping · Cross-functional facilitation & ideation workshops · Tackling ambiguous novel problems

AI

Designing the human layer over AI detection systems · Designing for non-deterministic / probabilistic outputs · Using AI tools (Claude, Figma Make, Dovetail) for research, rapid prototyping and iteration · Hi-Fi Vibe coding

Tools

Figma · Framer · Dovetail · Paper · Linear · Adobe Creative Suite · Claude