

RAKSHIT ARYA

Senior UX Designer - Mobile Applications & Enterprise Dashboards

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SUMMARY

UX/Product Designer with 4 years designing mobile applications and enterprise dashboards across Cognizant, TheMathCompany, and Worxwide Consulting. Delivered a 28% task-completion improvement on a Fortune 500 dashboard used by 4M+ users, and a 40% usability-score improvement across two client engagements at Worxwide. Strong in translating ambiguous, data-heavy business requirements into design systems and workflows that scale.

EXPERIENCE

Sr. Consultant UX - Worxwide Consulting

Dec 2025 – Jun 2026

- Led end-to-end design across 2 client engagements, discovery, IA, and hi-fi prototyping lifting usability scores by 40% cumulatively, measured through pre/post usability testing benchmarks.
- Built scalable, multi-platform design systems and validated them through rapid usability testing and stakeholder feedback cycles.
- Mentored junior designers and set UX practice standards using quantitative and qualitative research data.

UI/UX Designer - Indian Institute of Technology Delhi (IIT Delhi)

Dec 2024 – Jun 2025

Academic UX · Research-led Design · Instructional Systems

- Conducted UX research and usability testing to improve learning product interfaces, balancing accessibility and cognitive ease.
- Designed adaptive UI flows using insights from user interviews and journey mapping sessions.

Full-time M.Des, Visual Communication Design: Delhi Technological University (Aug 2023 – Jul 2025)

Digital Product Designer - TheMathCompany

Feb 2023 – Aug 2023

- Simplified complex analytics dashboards into intuitive user flows, aligning responsive UI with business goals and driving a 30% productivity improvement for end users.
- Ran user research and iterative prototyping; used data visualization to strengthen product storytelling for stakeholders.

User Experience Designer - Cognizant

Jun 2021 – Feb 2023

- Increased task completion by 28% over six months by redesigning 200+ UI screens for a Fortune 500 enterprise dashboard used by 4M+ end users.
- Built and maintained a token-based design system in Figma, giving engineering developer-ready, scalable components.

COMMUNITY & LEADERSHIP

Delhi Chapter Team Lead (Part-time) - Designare

Jun 2025 – Present

- Scaled Delhi's largest student-led design community to 500+ participants through partnerships, workshops, and events.
- Led content strategy and AI-assisted design challenges, coordinating projects end-to-end.

SELECTED PROJECTS

Power — Smart Meter App Design (Worxwide Consulting)

- Led the Genus smart meter app design from the ground up, conducting user research and interviews with target users to shape the product direction.
- Designed a mobile-first UI with accessibility-focused patterns, prototyping across multiple screen sizes to ensure a consistent experience.
- Took the project from initial brainstorming and conceptualization through to final high-fidelity screens, owning the full design process independently.

Design.IO — UX for Digital Learning Platform Communication Design

- Designed a gamified UX platform with telemetry, audio-visual feedback, and progress indicators.
- Included drag-and-drop activities and accessibility-first design throughout.

Waste Management UI (Self-Initiated)

- Designed a localized community platform to improve waste segregation through awareness campaigns, interactive learning, and physical product interventions.
- Conducted research with residents and sanitation workers; delivered a 4-phase strategy from engagement to behavior change, including poster-based education and gamified household activities.

NeuroMail — Enterprise Email UI (Cognizant)

- Designed 200+ UI screens for internal dashboards, improving team efficiency and reducing interface complexity.
- Conducted user testing and collaborated with engineering and QA teams to align interface behavior with backend workflows.

EDUCATION

M.Des, Visual Communication Design - Delhi Technological University	Aug 2023 – Jul 2025
B.Des, Communication Design - India Institute of Art and Design	Aug 2017 – Jun 2023
B.Voc in Communication Design - Lingaya's Vidyapeeth, Delhi, India (<i>Open school</i>)	Aug 2019 – Jun 2022

SKILLS

Design: UX/UI Design, User Research, Prototyping, Usability Testing, Design Systems, Visual Communication, Web Accessibility

Tools: Figma, Adobe Creative Suite, FigJam, Miro, Notion, Jira, Gen AI Design Tools

Process: Agile Methodology, Cross-functional Collaboration, Data-Driven Iteration

CERTIFICATIONS

Design for the 21st Century - Don Norman, IxDF (2024) · Games UX Foundation - IxDF (2023) · Understanding Customer Needs - Udemy (2022)