

RAKSHIT ARYA

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SUMMARY

UX/Product Designer with 3.5+ years of experience crafting intuitive digital experiences for enterprise and academic clients. Improved task completion by 28% and increased engagement by 25% through research-driven design and systems thinking. Skilled in UX/UI, research, prototyping, accessibility (WCAG), and leveraging AI to drive innovation and efficiency.

CORE SKILLS

- UX/UI Design
- User Research
- Wireframing Prototyping
- Accessibility (WCAG)
- Design Systems
- FigJam
- Notion
- Jira
- Figma
- Adobe Creative Suite
- Miro
- Agile (Scrum)
- Usability Testing
- AI Powered Design Tools
- Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Sr. Consultant UX

Dec 2025 – Present

Worxwide Consulting

- Led end-to-end UX strategy on client site, managing stakeholders and aligning business goals with user needs through research, IA, and interaction design. Drove product vision while facilitating cross-functional collaboration for seamless and timely delivery.
- Delivered scalable, multi-platform design solutions including wireframes, prototypes, and design systems. Mentored teams, established UX best practices, and improved outcomes through testing, data-driven decision-making.

Delhi Chapter Team Lead (Part Time)

June 2025 – Present

Designare

- Scaled Delhi's largest student-led design community through partnerships, events, and workshops, engaging 500+ participants and fostering collaborative growth.
- Mentored creative teams and led content strategy, leveraging AI tools to create mood boards, graphics, and innovation-led design challenges.

UI/UX Designer Intern

Dec 2024 – Jun 2025

Indian Institute of Technology, Delhi (IIT Delhi)

- Conducted usability testing (diary studies, interviews) to generate actionable insights; designed wireframes, prototypes, and interaction flows to improve accessibility and navigation.
- Collaborated with researchers and faculty to build scalable, user-centered design systems.

Digital Designer (Internship)

Jun 2024 – Aug 2024

Indian School of Business and Finance (ISBF)

- Designed 100+ digital and print creatives across social media, web, and OOH, increasing audience engagement by 25% and strengthening brand identity.
- Created campaign mood boards, visual hierarchies, layouts; collaborated cross-functionally delivering consistent, innovative designs.

Digital Product Designer

Feb 2023 – Aug 2023

TheMathCompany

- Simplified complex analytics dashboards into intuitive user flows, increasing adoption; designed responsive UI aligned with business goals and stakeholder needs.
- Conducted user research, prototyping, and iterative feedback to refine workflows; applied data visualization, accessibility, and visual hierarchy for effective storytelling.

User Experience Designer

Jun 2021 – Feb 2023

Cognizant

- Designed and delivered 200+ UI screens for a Fortune 500 enterprise dashboard, improving task completion by 28% over six months.
- Developed NeuroMail email UI and collaborated with product, development, and QA teams to build responsive, accessible systems aligned with business goals.

EDUCATION

Bachelor's of Design, Communication Design (CGPA: 8)

– 2021

India Institute of Art and Design

Master of Design (M.Des), Visual Communication Design (CGPA: 8.5)

– 2025

Delhi Technological University

KEY PROJECTS

Waste Management UI, Self-Initiated Projects

- Designed a gamified campaign and proposed app design solutions to improve household waste segregation through awareness campaigns, interactive learning, and physical product interventions.
- Conducted field research with residents and sanitation workers to develop a four-phase strategy from user engagement to behavior change.

Kawach Cybersecurity App for Seniors, Self-Initiated Projects

- Developed a senior-friendly mobile UI featuring guided navigation, larger typography, and high contrast design to enhance usability.

- Executed think-aloud usability tests and semi-structured interviews with 12 elderly users; iterated on design based on feedback to reduce user error rates by 40% during testing.

ADDITIONAL HIGHLIGHTS

- Integrated AI tools in academic projects for research synthesis, reducing secondary research time by 30%.
- Authored articles on technology, business, and design, demonstrating a commitment to continuous learning and innovation.
- Strong problem-solving and critical thinking skills with a focus on accessible and engaging digital experiences.

CERTIFICATIONS

- Design for the 21st Century with Dor Norman – IxDF, 2024
- Games UX Foundation – IxDF, 2023
- The Customer : How to understand their needs – Udemy, 2022

LANGUAGE

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Intermediate)