

# Aarya Singh

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## WORK EXPERIENCE

### KlientBoost

CRO Design Coordinator

New York, NY  
July 2024 - Present

- Successfully onboarded multiple clients to develop their brand identity and landing pages, resulting in a guaranteed 100% increase in conversion rate optimization (CRO).
- Managed and executed A/B testing for multiple clients concurrently, enhancing platform traffic and delivering improved design-driven results.
- Revamped brand guidelines and advertising strategies for over 20 clients, resulting in consistent improvements in user engagement and click-through rates.

### Flex

Production Designer (Contract)

New York, NY  
Jan 2024 - July 2024

- Curated campaigns and marketing design strategies that increased property management and rental enrollment by 6% in a month.
- Created web prototypes for partner marketing side which provided the B2B team access to Flex's customer services.
- Redeveloped the brand book and created 360 design assets for the company.

### New York City Board of Education

Communication Designer

New York, NY  
Jan 2023 - Dec 2023

- Created visual experiences and social media/web design strategies that expedited member engagement by 30% for May–August.
- Reconstructed the user journey for the Retirees Summary of Benefits Enrollment program, producing the highest number of enlistments in the decade.

### Lenskart

Brand Experience Designer

New York, NY  
Jan 2022 - Dec 2022

- Designed eyewear collection identity and store experience for the first ever Pride Month Collection by the brand.
- Conducted a landscape performance marketing analysis and created design solutions for web and print advertising, which increased sales and user engagement by 27% in 2022.
- Introduced functional interactive features such as augmented reality to enhance the app and website experience.

### Rokt

Product & Marketing Design Intern

New York, NY  
May 2021 - Jan 2022

- Developed an in-house digital platform for web display product testing, cutting down on external expenditure for the solution by 20%.
- Created a mobile experience for the platform to maximize employee convenience.
- Designed brand guidelines and marketing assets for the 2021 Rokt Global Conference in Hawaii, which led to a 99% increase in employee enrollment for further conferences.

### Fortune Magazine

Editorial Designer (Contract)

New York, NY  
Dec 2020- May 2021

- Redesigned editorial layouts and curated story lines and artwork for the bimonthly print and website news.
- Created infographics, illustrations, and visual material adjacent to the yearly list of Fortune 500 companies for 2020.
- Lead the Fortune MBA Programs campaign in the visual sector, increasing student enrollment by 43% in the year.

### Jetsweat

UI/UX Design Intern

New York, NY  
Jan 2020 - Sept 2020

- Amplified the user base for the fitness platform by 60% in 2019 by remodeling the website to a functional application.
- Conducted real-time user research and analysis along with landscape auditing, involving 85 collaborative fitness boutiques in New York City.

### School of Visual Arts

Operational Design Assistant (Part-Time)

New York, NY  
Sept 2018 - Dec 2020

- Designed and developed an application for SVA students to navigate through the school campus and the city.
- Created iOS and Android-based experiences, which were eventually used by the school to authorize citywide navigation.
- Collaborated with instructors and students to enhance the app experience and produce efficient solutions to minimize commutes.

## EDUCATION

### School of Visual Arts

BFA Web Page, Digital/Multimedia and Information Design

New York, NY

- Dean's List - Honors (All semesters)
- GPA - 4.0 (on 4 scale)

## SKILLS

- **Interaction** : User Research, Wireframing, Prototyping, User Testing, A/B Testing, Web Design
- **Visual** : Illustration, Branding, Animation, Typography, Concept Design, Exhibition Design, Art Direction
- **Software** : Adobe Creative Suite, Figma, Sketch, InVision, Cinema 4D, Framer, Procreate
- **Coding** : HTML, CSS, JavaScript
- **Project Management** : Asana, Notion

## CERTIFICATIONS

### CERN

Technology & Innovation Student Internship Programme

Geneva, Switzerland  
2016-17

### Cambridge University

Art History Semester Exchange

Cambridge, UK  
2019-20