

Chirag Arora

User Experience Designer



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Parsippany, NJ

Education

MBS in User Experience Design
Rutgers, the State University of New Jersey
GPA: 3.83/4 | 2015 – 2017

BTech in Chemical Eng.
DCRUST Murthal, India
GPA: 3.6/4 | 2009 – 2013

Work Experience

UX Designer at Wyndham Hotel & Resorts, NJ

Sept 17 – Present

Wyndham Rewards iOS & Android App

- Conduct market and user research; competitive analysis, user interviews and customer reviews
- Drive the ideation process and present broad directions to the team
- **Results:** Project in progress

Wyndham Mobile Sites

- Optimize mobile site to increase conversion on mobile
- Take projects from the earliest kernel of an idea all the way through implementation
- **Results:** Testing in progress

UX Research Intern at Pipedrive Inc, NY

May 16 – Aug 16

Pipedrive Backoffice Dashboard

- Conducted user research, provided recommendations and created an interactive prototype
- Worked closely with cross-functional teams; design, engineering, product, sales, and support
- **Results:** Average support call time duration reduced from 3.35 mins to 2.45 mins

UX Designer at Rutgers University, NJ

Sept 15 – May 17

Weebly Tax Setup Portal

- Conducted user research; user interviews, sales demands and support cases
- Created wireframes and conducted user tests to validate design choices
- **Results:** Designed a robust semi-automatic tool to set up and manage tax settings

UI Designer/Developer at UST Global

Aug 13 – Mar 15

Suede Mobile App

- Conducted research; collected insights from both sides of the market i.e. restaurants and consumers
- Developed the front-end using HTML5 & CSS3
- **Results:** Helped identify the product-market fit and an effective business model

Skills

UX Research

Interviews, Personas, Scenarios, Journey mapping, Focus Group, Surveys, Contextual Inquiry, Usability Testing

UX Design

Information Architecture, Interaction Flows, Sketching, Wireframing, Visual Design, Prototyping

Design Tools & Technologies

Sketch, Adobe XD, Invision, Marvel, Balsamiq, Axure, HTML5, CSS3