

Chirag Arora

User Experience Designer



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Parsippany, NJ

Education

MS in User Experience Design
Rutgers, the state university of New Jersey
GPA: 3.83/4 | 2015 – 2017

Bachelors in Technology
DCRUST, India
GPA: 3.6/4 | 2009 – 2013

Work Experience

UX Designer at Wyndham Worldwide, NJ

Sept 17 – Present

- Optimize mobile site to increase conversion on mobile
- Create sitemaps and wireframes for the newly acquired brands and properties
- Work closely with designers, producers, engineers and product owners

UX Research Intern at Pipedrive Inc, NY

May 16 – Aug 16

Pipedrive BackOffice Tool

- Conducted user research: contextual inquiry and user interviews
- 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

Pipedrive CRM Tool

- Conducted user research: interviews (in-person and remote), personas, and scenarios
- Performed usability testing on web and mobile app, analyzed findings and proposed effective recommendations
- **Results:** Increased subscription revenue by 7% | Feature adoption increased from 40% to 75%

UX Designer at Rutgers University, NJ

Sept 15 – Feb 17

Suede Mobile App

- Conducted research; collected insights from both sides of the market i.e. restaurants and consumers
- Designed interaction flow and tested with end users
- **Results:** Helped identify the product-market fit and an effective business model

UI Designer/Developer at UST Global

Aug 13 – Mar 15

Blood Donors Database

- Designed user flows and information architecture
- Developed the front-end using HTML5, CSS3 and ASP.NET

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