

# Chirag Arora

User Experience Designer



[www.chiragarora.com](http://www.chiragarora.com)



[work@chiragarora.com](mailto:work@chiragarora.com)



[linkedin.com/in/chirag-arora](https://www.linkedin.com/in/chirag-arora)



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 prototyped interactions
- Prepared and conducted user tests to validate design choices

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 and ASP.NET
- **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