

# VIVEK KUMAR ARYA

(893) 789-5683 | [aryavivekiitbhu@gmail.com](mailto:aryavivekiitbhu@gmail.com) | [Vivek Arya | LinkedIn](#) | [Vivek Arya Portfolio](#)

## EDUCATION

### INDIAN INSTITUTE OF TECHNOLOGY (BHU)

Varanasi, India

#### *Bachelor of Technology, Ceramics Engineering, CPI 7.47/10*

2018-2022

- Recognized as one of the 50 most exceptional engineering undergraduates (top 0.1%) by the Gymkhana Award IIT BHU for demonstrating outstanding management ability and marked leadership potential
- Managed a 20-member skill development team of SCS IIT BHU and conducted 18 workshops within 1 month, resulting in a successful and well-received winter bootcamp.
- Led the web team to design and develop a user-friendly website for IIT2020 - PAN IIT, a 3-day global startup event attended by 2000+ participants, including PM Narendra Modi and top CXOs worldwide as guests and speakers.
- Awarded **Top Voice of Design** on LinkedIn for noteworthy contributions for writing on design topics with **10,000+ engagements**.

## EXPERIENCE

### XAPADS MEDIA

Noida, India

#### **Product Designer (UI-UX), Xstudio.ai & Chatie.ai**

Aug 2022 – Present

- Designed and developed a self-serve programmatic advertising studio with Ads Showcase, Campaign Builder, and Ads Builder, **reducing advertisers' efforts by up to 50%** by allowing them to create and run ads on the same platform.
- Designing end to end **Customer Experience (CX)** for an AI-powered Chatting App where users can interact with super realistic Chatbots of fictional characters & historians allows users to have fun learning experience.
- Planned and mapped the analytics of the app to capture user behavior for **personalized marketing**. Additionally, I designed a referral and subscription model for the app by conducting competitive analysis of **12+ similar AI apps**.
- Implemented a "**Daily Check to Earn**" feature in the app, which helped increase **user retention by 25%**. Users are rewarded for daily engagement with the app, fostering loyalty and encouraging continued usage.

### IMUMZ

Bengaluru, India

#### *UX Design Intern, Imumz Parenting app*

Nov 2021 – Mar 2022

A 25-person seed-stage IIT BHU startup is building a machine learning-based pregnancy & Parenting app with 500,000+ users.

- Built initial prototype/MVPs with the Product manager for Toy-kit Store based on user and market needs
- Designed usability tests and led Q1'3 new product **private beta with 1000+ users**
- Increased distribution **revenue by 123%** by conducting competitive research
- Created **320+ design posters in advance for 40 weeks** to spread awareness regarding women's and child health during pregnancy

### PROGRAMMING PATHSHALA

New Delhi, India

#### *Product Design (UI-UX) Intern, Dashboard*

Mar 2021 – Aug 2021

- Led product & engineering team consisting of CTO and 4 engineers; increased **DevOps performance by 175% by running weekly sprints**, designing product specification docs, and managing product roadmap alongside other processes
- Led revamp of the dashboard and reduced feature list by 45% to enable rapid development of user-critical features resulting in **94% growth** in signups and a **225% increment** avg time spent per user within 2 months of relaunch
- Designed the "**pause and resume subscription**" feature to solve the pain point of working professionals.

### HAPPY MINDS, (CURRENTLY WELLNESS MANDALA)

Varanasi, India

#### *Co-founder & Product Lead*

2020 - 2022

A mental health startup that provides professional 1-on-1 therapy via chat, audio, or video call for coping with low self-esteem issues, stress, anxiety, and other mental health concerns

- Built initial prototype/MVP with Co-founders based on user needs of individual user persona.
- Proposed, designed, and led the launch of a step tracker and anonymous community platform within the app to result in a 25% increment in user engagement
- Conceptualized a marketing campaign for celebrating Women's Day by portraying 33 females across India. This campaign received 4215 Views and 248 Shares organically, leading to an increase of 100 followers in a single day.

## PROJECT

### MICROSOFT DESIGN CHALLENGE 2022 | UX Design | Was in Top 10

Mar 2022

- Structurally analyzed the evolving education sector and narrowed down to the issue of decreasing engagement in online classes
- Conducted 6 user interviews with primary school teachers to identify their pain points with online teaching
- Designed high-fidelity mockups to explain the proposed features and solutions

## **PETBOW-MARKET PLACE FOR PET 2022 | Product and User-centric Design**

Oct 2021

- Conducted market research to understand the market landscape, existing apps, and the problems they are solving.
- Analyzed user pain points to build a roadmap for different features using the RICE prioritization framework
- Created basic wireframes and mock-ups for the mobile application

### **ADDITIONAL INFORMATION**

---

**Skills:** UX Research, Interaction design, Rapid prototyping, Problem-solving, Empathy, Design System, Team leadership, collaboration, Visual programming, Critical thinking, Visual Design, Prompt Engineering, low-code; Experience with HTML, CSS, JS, and Bootstrap, Generative AI, SEO and ASO

**Languages:** Fluent in Hindi, Fluent in English

**Tools:** Figma, Illustrator, Adobe Xd, Photoshop, After Effects, HotJar, Microsoft Clarity, Google Analytics, SurveyMonkey, Google Suite, Microsoft Office, Notion, Zira, Gitlab, Webflow, Invision, Blender 3D, Protopie, Chatgpt, Firefly.

**Interests:** Cooking, Travelling, Sketching, Exploring.