Arpit Singh Ahluwalia
Product Designer

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Work Experience

UX Researcher - Craft (Embedded at *Arrive*)
June - Dec 2025 | Remote
- Shaped product strategy for a $750M global mobility platform through a 6-week research sprint across 3 B2B segments in the US and Europe, giving leadership the conviction to refocus resources over a premature expansion.
- Reframed a scoped integration pilot into a B2B expense management vision connected to the broader platform strategy, securing 7 enterprise signups (Red Bull, Siemens) and embedding research-led practices into product decision-making.
- Facilitated 3 cross-functional workshops with ~28 senior stakeholders across US and EU, presenting research-backed recommendations and co-creating a prioritized two-year B2B vision and roadmap.

Co-Founder & Design Lead - Tashvi.ai
Aug 2025 – Present | New York, NY
- Translated a broad product concept into a usable AI-powered jewelry design platform, leading design from discovery to launch and growing to 2,400+ users and 22 paying customers in the first month of monetization.
- Defined interaction model for multi-modal AI workflows in close partnership with engineering, integrating 4 generative models, conversational Agent Mode, and 3D export, reducing design-to-production from weeks to minutes.

UX/UI Designer II - ZoomInfo
May 2022 - April 2024 | Remote
- Distilled complex recruiting workflows into a streamlined search experience for TalentOS, leading end-to-end design from discovery through launch and reducing sourcing time by 27%
- Promoted to Lead Designer; drove high-impact initiatives including login redesign and AI-driven copilot workflows (ZI Copilot), using Amplitude and Datadog to align design decisions with customer behavior and business goals.

UX Designer - Johnson & Johnson
Oct 2021 - Feb 2022 | Remote
- Designed J&J's 2021 Health for Humanity and DEI web reports end-to-end, improving accessibility, visual craft (composition, typography, layout), and stakeholder satisfaction.
- Redesigned IA and navigation, achieving 90% preference in A/B testing; contributed reusable components to J&J Design System for scalability.

UX/UI Designer - HypeX
Sep 2021 - Feb 2022 | Remote
- Led full rebrand including style guide, product UI, landing page, and 20+ marketing assets, establishing cohesive visual identity across all channels.
- Designed physical booth experience for Decentralized Miami, translating brand into a 3D environment for a 5,000+ attendee Web3 conference.

Collaborations

Product Design Capstone - Microsoft
Sep 2025 – Dec 2025 | New York, NY
- Designed an AI-powered assistant for specialized educators with Microsoft's Inclusive Design team, conducting customer research and prototyping adaptive workflows for neurodivergent learners
- Presented concept to Microsoft stakeholders, translating research into a product vision with storytelling around cognitive accessibility gaps.

Education

The New School - Parsons May 2026
MS. Strategic Design & Management
Dean's List, Merit Scholarship, FigBuild School Winner 2025

Drexel University *2021*
BS. UX & Interaction Design
Honors, Dean's List, Westphal Scholarship

Skills & Interests

Design
Wireframing, Prototyping, Interaction Design, Design Systems, Visual Craft, Usability Testing, User Interviews, Concept Testing, Journey Mapping, Competitive Analysis, Storytelling

Ai & Emerging Tools
Designing for AI-driven features (copilots, intelligent automation), prompt engineering, Figma Make, Claude, Midjourney, Cursor

Programming
HTML, CSS, Javascript

Tools
Figma, Sketch, Webflow, Adobe Creative Suite, JIRA, Confluence, Amplitude, Datadog, Notion, Grain.ai, Typeform, UserTesting

Leadership & Involvement

Figma Campus Leader - Parsons
Organized community events for 500+ designers
June 2026 - Present

Research Assistant - Parsons
with Sam Mejias, Dean of Art, Media & Technology
February 2025 - Present

Founder - PrabhKiSeva
Non-profit providing 200+ monthly meals
September 2019 - Present

Vice President - TEDxDrexelU
Curated speakers and managed production for a 300+ attendee event
September 2019 - June 2021

Graphic Designer - Drexel Athletics
Designed 100+ graphics Division I programs
May 2019 - June 2020