Arpit Singh Ahluwalia

Product Designer & Researcher

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Work Experience

UX Researcher - Craft (Embedded at Arrive)

June - Dec 2025 | Remote

- De-risked a new market expansion by evaluating product-market fit across the US, Norway, and Germany through 19 concept tests and user interviews with research directly informing if a strategic pivot into a new target audience was viable globally.
- Redirected product strategy after 15+ discovery interviews revealed a larger opportunity beyond the original integration scope, securing pilot commitments from high-value enterprise customers for a reimagined expense management vision.
- Unified a fragmented B2B organization by designing and facilitating 3 cross-functional workshops, aligning Product, Sales, and Leadership across US and EU markets around a shared two-year product vision, shifting internal confidence from a C-grade to an A-grade.

Co-Founder & Design Lead - Tashvi.ai

Aug 2025 – Present | New York, NY

- Designed the end-to-end product experience for an AI-powered jewelry design platform from concept to launch, growing to 2,400+ active users and 22 paying customers within the first month of monetization, competing directly against venture-backed incumbents with $20M+ in combined funding.
- Defined the interaction model for multi-modal AI workflows, integrating four generative models, conversational Agent Mode, and manufacturing-ready 3D export (STL/OBJ), reducing the design-to-production pipeline from weeks to minutes for independent jewelers.

UX/UI Designer II - ZoomInfo

May 2022 - April 2024 | Remote

- Reduced recruiter sourcing time by 30% by leading end-to-end design for TalentOS search features, increasing WAU ~12% and reducing churn ~10% across the platform.
- Promoted to Lead Designer for TalentOS; drove high-impact initiatives including login experience redesign and designing AI-driven copilot workflows (ZI Copilot), defining interaction patterns for intelligent automation.
- Guided iterative design improvements by leveraging Amplitude and Datadog analytics to inform growth decisions, aligning product design with user behavior and go-to-market 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, loading performance, and stakeholder satisfaction across internal and external audiences.
- Redesigned information architecture and navigation, achieving 90% user preference in A/B testing, and contributed reusable components to the J&J Design System to improve scalability.

UX/UI Designer - HypeX

Sep 2021 - Feb 2022 | Remote

- Led a full rebrand including updated style guide, product UI, landing page, and 20+ marketing assets, establishing a cohesive visual identity across all digital and print channels.
- Designed a physical booth experience for Decentralized Miami, translating brand identity 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 research with educators and prototyping adaptive workflows supporting neurodivergent learners.
- Presented final concept to Microsoft stakeholders, translating research into an inclusive product vision addressing cognitive accessibility gaps in classroom tools.

Education

The New School - Parsons May 2026

MS. Strategic Design & Management
Dean's List, Merit Scholarship, FigBuild Winner 2025

Drexel University 2021

BS. UX & Interaction Design
Honors, Dean's List, Westphal Portfolio Scholarship

Skills & Interests

Design
Wireframing, Prototyping, Interaction Design, Design Systems, 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 (Photoshop, Illustrator, After Effects, Premiere Pro), JIRA, Confluence, Amplitude, Datadog, Notion, Grain.ai, Typeform, UserTesting

Leadership & Involvement

Figma Campus Leader - Parsons
Organized community events for 500+ students at Parsons
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 to underserved communities
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 & social media assets for Division I athletic programs
May 2019 - June 2020