

# Arpit Singh Ahluwalia

UX/UI Designer

## Work Experience

### UX Researcher - Craft

June – December 2025

- Led end-to-end UX research for B2B mobility and parking platforms (Arrive, EasyPark, ParkMobile), supporting client engagements through Craft.
- Evaluated new strategic product directions, including a dispatcher and fleet manager parking planner, to assess viability beyond driver-focused solutions.
- Drove research for an enterprise expense management MVP with SAP Concur integration, focusing on onboarding, reimbursement workflows, and compliance needs.
- Partnered with PMs, sales leadership, and client stakeholders to translate research insights into clear recommendations shaping product strategy and roadmaps.

### UX/UI Designer II - ZoomInfo

May 2022 – April 2024

- Led end-to-end design for TalentOS features including Search, Projects, and Job Description Parser, reducing recruiter sourcing time by 30% and increasing adoption.
- Spearheaded Comparably data integration, enriching candidate profiles with salary and culture insights aligned with go-to-market goals.
- Promoted to Lead Designer and drove high-impact initiatives across SalesOS, including login experience improvements and AI-driven workflows via ZI Copilot.
- Collaborated cross-functionally with PMs, engineers, and analytics teams using Amplitude and FullStory to guide roadmap decisions and iterative improvements.

### Product Designer - eUnderdog

July 2021 – April 2022

- Led design of a fully responsive eCommerce platform from research through launch, owning the end-to-end user journey.
- Established a scalable design system and style guide to ensure consistency across company-wide digital experiences.
- Designed brand, marketing, and motion assets supporting product launches and growth initiatives.

### UX Designer - Johnson & Johnson

October 2021 – February 2022

- Led UX redesign of internal enterprise tools, conducting research, wireframing, and prototyping from low to high fidelity.
- Redesigned information architecture and navigation, preferred by 90% of internal users in A/B testing.
- Contributed reusable components to the J&J Design System, improving scalability and development velocity.

### UX/UI Designer - HypeX

September 2021 – February 2022

- Designed and launched a responsive marketing website emphasizing modern Web3 aesthetics and accessibility best practices.
- Collaborated with senior stakeholders to define and document the company's visual and interaction standards.
- Delivered 20+ web and motion assets supporting marketing, brand, and promotional campaigns.

### Front-End Developer - Bestica

April 2020 – September 2020

- Redesigned the company website to be fully responsive and accessible, achieving Section 508 and WCAG 2.0 compliance and increasing traffic 3x.
- Refactored front-end code to reduce page load times by 10 seconds and improve overall performance.
- Established a cohesive front-end style guide for consistent use of typography, color, and components.

arpit.ahluwalia1@gmail.com

(484) 557-8784

linkedin.com/in/arpitahluwalia

arpitahluwalia.com

## Education

### The New School - Parsons 2026

MS. Strategic Design & Management

### Drexel University 2021

BS. UX & Interaction Design

Graduated with Honors

## Skills

### Design

Wireframing, Prototyping, Storytelling, Site Mapping, Usability Testing, User Interviews, Surveys, Heuristic Evaluations, Personas, Competitive Analysis, Journey Mapping

### Programming

HTML, CSS, Javascript, PHP, MySQL

### Tools

Figma, Sketch, Flinto, Zeplin, Invision, XD, Webflow, Photoshop, Illustrator, Premiere Pro, After Effects, Wordpress, JIRA, Confluence, Excel, Amplitude, Datadog, Chorus, SEO

## Honors and Awards

FigBuild Winner 2025

Westphal Portfolio Scholarship 2017-2021

Dean's List 2019-2020

Winners - Design360 Hackathon 2018

## Extra Curriculars

### Figma Campus Leader at Parsons

June 2026 – May 2026

Spearheaded the creative team behind Drexel's virtual TEDx event - Odyssey, hosted in June 2021. Conceptualized the design vision for the event influencing stage design, marketing and social media content.

### Research Assistant - The New School

February 2025 – May 2026

Supporting ongoing faculty research projects and academic tasks under Sam Mejias, Dean of the School of Art, Media and Technology.

### Vice President - TEDxDrexelU

September 2019 – June 2021

Spearheaded the creative team behind Drexel's virtual TEDx event - Odyssey, hosted in June 2021. Conceptualized the design vision for the event influencing stage design, marketing and social media content.

### Graphic Designer - Drexel Athletics

May 2019 – June 2020

Created and conceptualized promotional design for all of Drexel's athletic teams, collaborating with different departments to ensure Drexel's core identity was consistently translated across all design content.