

# Arjit Kaur Arora

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## SUMMARY

Senior UX/UI Product Designer with 6+ years of experience across Web3, finance, e-commerce, healthcare, SAAS, and B2B/B2C. I specialize in gamification, product optimization and user engagement, collaborating with cross-functional teams to deliver intuitive, scalable designs. I simplify complexity and design impactful solutions and user-loved products that align with business goals.

## KEY SKILLS

- **Expertise Areas:** Product Design | Product Ideation | User Research | User Experience Design | User Interface Design | HCI | User Psychology | Prototyping
- **Design Arena:** Website | Web App | Mobile App(Android and iOS) | Visual Mockups | Product Documents | Presentations | Pitch Deck
- **Tools:** Figma(Advanced) | Fig Jam | Miro | Jira(+Trello) | Sharepoint | Canva | Hot Jar | Lucky Orange
- **Skilled Sectors:** WEB3 | AI | Finance | SAAS | Social, E-commerce | B2B+B2C | Healthcare
- **Google & MS Office Apps:** Sheets (+Excel) | Docs (+Word | Slides (+Power Point) | Forms, | Google Analytics
- **Programming(Basic Familiarity):** HTML, CSS & JavaScript

## WORK EXPERIENCES

### Product Lead & Designer

January 2025 - Present, India

#### TradeProbe

- Driving product vision, roadmap, and execution to establish TradeProbe as a trader-first analytics platform.
- Designing and handing off core modules—dashboards, scanners, journaling, and backtesting—while building scalable design systems in Figma.
- Leading AI-driven insights and data visualization initiatives to enhance trader decision-making workflows.
- Conducting user research and iterative UX improvements, reducing onboarding friction and boosting feature adoption.
- Collaborating with leadership on fundraising strategy, contributing to a successful capital raise that strengthened TradeProbe's runway and growth.

### Sr. UX/UI Designer

January 2023 - January 2025, Dubai(Remote)

#### 1Dot, Derec

- Derec (Web3 Job Board & Reputation System): Leading the design of Derec, a Web3 job board with tokenized reputation staking. Developed on-chain scoring systems and gamified features to drive professional growth and trust within the Web3 community. Working closely with product and engineering teams to build a transparent, self-sustaining ecosystem that improves user credibility and engagement.
- CryptoWeekly: Redesigned the website and mobile app, improving user engagement by 25% and accessibility through streamlined workflows. Conducted A/B testing to optimize design elements, resulting in a 30% improvement in conversion rates.
- 1Dot (Web3 Solutions): Designed scalable Web3 solutions for DeFi and NFT projects, collaborating with teams to ensure 20% faster time-to-market and seamless user experiences.

### Senior Product Designer

February 2022 - January 2023, London(Remote)

#### Terablock

- Website & Marketing Deck: Redesigned the website and investor pitch deck, increasing visitor engagement by 35% on website.
- Terablock V2 Dashboard: Overhauled the crypto investment dashboard, reducing user task completion time by 40% and enhancing scalability.
- Mobile App Design: Led the mobile app design, achieving a 27% boost in user retention through improved workflows and usability.

### Product Designer

August 2021 - February 2022, India(Coimbatore, Tamil Nadu)

## Codingmart Technologies

- EazyDiner (FoodTech): Designed and optimized web and mobile interfaces, improving user engagement by 30% through user research and data-driven design principles.
- MedTrack (Healthcare SaaS): Collaborated with cross-functional teams to develop and implement a cohesive design system, ensuring a consistent and efficient user experience across platforms.
- EduConnect (EdTech): Spearheaded the creation of a design system with the team and utilized Hotjar analytics to track clicks, scrolls, and user retention. Refined UX solutions based on insights, enhancing user satisfaction and reducing navigation time by 25%.

## UX/UI Designer

June 2020 - July 2021, India(Remote)

### Bloquelabs - (NFTFN.xyz previously Bliv.club)

- Designed and launched NFTFN.xyz, a perp trading platform, leading end-to-end UX/UI processes (user research, wireframes, prototypes, testing) to deliver an intuitive Web3 experience.
- Optimized trade workflows and user journeys, enhancing accessibility for diverse users; designs and prototypes showcased at the Dubai Metaverse Assembly.

## Web and Product Design Freelancer

August 2018 - May 2021, India(Remote)

### Various Clients

- Designed 15+ products, including websites, web apps, mobile apps (iOS & Android), PWAs, and pitch decks across industries like fintech and food delivery, driving user engagement and conversion through strong UX/UI strategies.
- Led the end-to-end design of the Qaddoo app (Android & iOS), conducting deep Tier 2 & 3 market research and implementing a referral program (Qoins), resulting in 29,000+ new users annually.
- Delivered key projects such as Nigg, Pimcore client projects, ContentHubGPT Web App, MyLocalRx and websites like Zorang.com, Denaurlen and Updeed.

## UX Design Community Member

December 2019 - Present, India(Remote)

### Interaction Design Foundation

- Learned and took training from world-renowned design and product leads and practitioners in terms of usability of mobile design, HCI, mobile UX, usability testing and psychology points.
- Providing design research points and discussing problems in the design field with other designers from around the world in biweekly meetups.

## UX/UI Designer

April 2017 - March 2018, India(Remote)

### Success Ladder Technologies

## UX/UI Designer Intern

December 2016 - March 2017, India(Remote)

### Ootsuk

## PUBLICATIONS

Cognitive Internet of Medical Things for Smart Healthcare: Services and Applications: Springer

## EDUCATION

Bachelor of Technology(CSE): Lovely Professional University • India • 7.9 CGPA

2018-2022