

# Arjun Yadav

<https://arjuncreates.github.io/>

Passionate about the interplay between humans & computers,  
with a strong inclination for people-centered design.

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## WORK EXPERIENCE

Aug 2022 - Present  
Mumbai, India

### Design Researcher, TinkerLabs

- Led the design research & conversation design for the Just Ask chatbot for UNFPA, to enable adolescents in Tier-3 towns to get social & sexual health information.
- Led the design research for Udhyam Foundation to identify enablers and barriers for nano-entrepreneurs to achieve business growth.
- Led the design research & proposed a UX redesign for the Nayi Disha website, to enable caregivers for PWD to swiftly access appropriate resources.
- Led an appreciative enquiry for Vipla Foundation to identify the most transformative practices at play for their training program that upskills women from marginalised communities.
- Helped redesign resources developed by the International Justice Mission to enable different stakeholders to use them more efficiently.
- Designed, tested & iterated a design intervention for Project Concern International to increase contraceptive access for women in rural Bihar with migrant husbands.
- Facilitated 15+ 'Design Thinking + Behaviour Science' workshops for organisations and higher education institutes.

Jun 2022 - Present  
Remote

### Faculty, AND Academy

- Taught & evolved 'Think Lab', an experiential learning module to develop the creative & critical thinking potential of new design students.
- Mentored final year UX UI PG Diploma students for their capstone projects & ran a 5-week long UI/UX design project.

Jan 2022 - Jul 2022  
Bengaluru, India

### Xperimenter, Science Gallery Bengaluru

- Programmed 'In Between Life & Death', a web-game for young adults to prompt them to question human needs.
- Led the graphic design for 'Earth 2052: Hot or Not', a speculative climate vision workshop, presented at the Science Gallery Youth Symposium 2022.
- Conducted various public engagement activities for young adults to interface with the gallery.

Jun 2021 - Oct 2021  
Delhi, India

### Product Design Intern, Canonic

- Redesigned the onboarding experience of the platform, leading to a 22% increase in onboarding completion rates.
- Led user research & testing for various product features.
- Worked on 2 prototypes to enhance accessibility & user delight on the platform.

Jun 2020 - Jul 2020  
Remote

### Design Intern, Whitenoise Design

- Worked on multiple identity, interface & packaging design projects.

Jun 2018 - Dec 2020  
Multiple Locations

### Freelance Visual Designer

- Worked with 8 clients for 20+ graphic, identity & interface design projects.

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## WORKSHOPS / TALKS

Apr 2023  
MIT-D, Pune

### Set Rules, Make Art

Introductory workshop on algorithmic art & creative coding for 100+ design students.

Jan 2023  
Indian Institute of Art & Design, Delhi

### My Journey Across The Levels

Reflective talk for the professors of IIAD & Kingston University to showcase my 4-year-long undergraduate journey.

Jun 2022  
Science Gallery  
Bengaluru

### On Documentation & Reflection

Talk for 20 summer school participants, introducing them to my process of documentation & reflection with Kolb's Experiential Cycle.

Mar 2022  
Pearl Academy (UX),  
Mumbai

### Designing & Shipping A Digital Product

Case study walkthrough for third year UX UI students.

Jun 2021  
Indian Institute of Art & Design, Delhi

### Things I Wish I Knew During Foundation Year

Virtual talk for 100+ foundation year students, covering some advice for their capstone projects.

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## AWARDS / HONOURS

2023  
Processing Foundation

### p5.js Global Showcase, 2022

For the project: *In Between Life & Death*

2022  
Indian Institute of Art & Design, Delhi

### Best Graduation Project

For the project: *In Between Life & Death*

2022

Lollypop Design Studio

## **Winner – Designathon 2022**

For the project: *Sumitra*

2021

D'source

## **DCDC 3 – Communication Design Winner (First Round)**

For the challenge: *Visual Informational Identity Program for Corona Virus or COVID-19*

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### **EDUCATION**

2018 - 2022

Indian Institute of Art &  
Design, Delhi

## **B.A. (Hons.) in Communication Design**

Graduated with first class honours

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### **CONTACT**

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