

Arushima

Product Designer

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Portfolio :<https://arushima08.netlify.app/>

ABOUT

Passionate Fashion Communication student at NIFT Jodhpur with a strong interest in visual communication design and illustration. Curious and driven, always eager to explore new challenges and expand creative boundaries.

EXPERIENCE

Samsung R&D Institute, Noida

UX Designer • Feb 25 – April 25

- Contributed to UI/UX design for internal and consumer-facing tools.
- Designed interfaces for a QC Automation Platform used in Smart TV testing across global markets.
- Developed UX for a Business Trip System to digitize travel record management.
- Worked on, an OTT platform with innovative, market-ready features.

Design Factory India

UI/UX Designer • Jan 25 – Feb 25

- Designed the website for the Archaeological Experimental Museum.
- Created a user-friendly and engaging experience to highlight exhibits and research work.

Centernet

Freelance Project • Jan 25 – Jan 25

- Conducted extensive user research and interviews with diverse users.
- Identified pain points and contributed to UX strategy based on real insights.

Voxomos Systems Private Limited

UI/UX Designer • June 24– July 24

- Designed the UI for Avibot, later showcased in the Lok Sabha for a demo.
- Redesigned the original website to enhance user experience and interface engagement.

Small Box Office

UI/UX Designer • May 24 – Oct 24

Designed a customized Shopify theme to align with the brand's identity and user needs.

EDUCATION

NIFT

Bachelor of Design • 2021-2025

Kendriya Vidyalaya

Science (Non-Med) • 2019

SKILLS

User flows

Wireframing

Product Strategy

Prototyping

User personas

Usability Testing

Design System

TOOLS

Adobe CC

Figma

Adobe XD

3ds Max

HTML

CSS

Blender

PROJECTS

Travel App

Designed a travel app providing local attraction info, weather forecasts, and social features for solo/group travelers.

Rush Clothing Website

Designed and developed a website for a personal clothing brand, focusing on brand identity and user-friendly navigation.

CERTIFICATIONS

Google Foundations of User Experience(UX) Design

Coursera

Google Build Wireframes and low fidelity prototypes

Coursera