YUTIKA ARORA

UI/UX DESIGNER

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WORK EXPERIENCE

Jul 2020 - Present

ATOM
UI/UX Designer
Productivity application making use of gamification, behavioural science and AI
· Introduced the concept of gamified onboarding, and built upon other aspects of the user journey to decrease user drop off
· Worked alongside product managers, designers and researchers in the development process of features like 'Interactive Meditation', 'In-app Feedback' and 'Challenges'

Jun 2019 - Aug 2019

HEALTH AND FAMILY WELFARE, GOVERNMENT OF DELHI
Product Designer
Connection Aid: Mental health application aiming to bridge the gap between substance abusers, their familes, and counsellors
· Updated the visual design and developed consistent UI standards
· Resolved complications in the information architecture of the application to improve user experience
· Implemented field and user research done in collaboration with psychology majors to create prototypes for features like the 'User Dashboard' and 'Family Forum' from scratch
Graphic Designer
Created branding guidelines and collateral for initiative: 'Cigrencil'

May 2018 - Jul 2018

CHITTII
Graphic Designer
Designed a social media campaign for pride month, and produced original illustrations and content for the same

EDUCATION

2018 - 2022
Hyderabad

NATIONAL INSTITUTE OF FASHION TECHNOLOGY
B.Des. In Fashion Communication
Specialisation: Visual Communication
Minor: IT Applications in Fashion Business
Current CGPA: **9.20**/10.00

Relevant Coursework: Design Research, Design Methodology, Vector Graphics & Design Drafting, Principles of Web Design, Branding & Promotion, Trend Spotting & Research, Visual Culture Study

2008 - 2018
Gurgaon

DELHI PUBLIC SCHOOL
Physics, Chemistry, Math, English, Computer Science
Class XII: 88.2%
Class X CGPA: 10.00/10.00

SKILLS

Design
Illustration & UI Graphics, User Flows, Persona Mapping, Wireframing, Prototyping, Information Architecture, Storyboarding, User Centric Design, Branding, 3D Modelling

Research
Surveys, Interviews, Contextual Inquiries, Observation, Competitor Analysis

Tools & Programming
Figma, XD, InVision, Whimsical, Balsamiq, Illustrator, Photoshop, InDesign, 3DS MAX, HTML/CSS, Javascript (Basic), C++ (Basic)

Languages
English, Hindi, Spanish (Basic)

PROJECTS

- **ODYSSEY BUDDY**
  Research, Wireframes, Prototype
  Mar 2019 - May 2019
  Followed the design process to conceptualise and model a travel application that connects tourists with locals to solve their problems
- **NIFT WEBSITE REDESIGN**
  Research, Wireframes, Prototype
  Mar 2020

ADDITIONAL ACTIVITIES

- **CREATIVE DIGNITY**
  Catalogue Designer (2020)
  To increase artisan sales during the pandemic
- **NIFT SPECTRUM**
  Head of Visual Design (2020)
- **TEDX DPS GURGAON**
  Head of Design & Branding (2017)