

# ARPITA MISHRA

## USER EXPERIENCE DESIGNER

Solutions-focused UX designer with 6+ years of experience in end-to-end UX process by providing advanced solutions for resolving complexities and developing dynamic interface designs across fast-paced environments. Skilled at user research and user experience, while focusing on interactive innovation and human-centered designs.

## EXPERIENCE

### Freelance Product Designer

02/2024 - Present

Aihe | Remote

- Designing, conducting user research and usability tests, and collaborating with the design and development teams to implement iterative design enhancements based on user feedback to produce a refined product before the product launch.
- Advocating the development of a comprehensive design system, incorporating WCAG 2.2 accessibility standards, for an accessible and inclusive platform.

### Senior UX Designer

03/2022 - 07/2022

HashedIn By Deloitte | India

- Led digital strategy for UX design in an agile environment by collaborating closely with stakeholders, leading design initiatives and product visions for in-house projects, earning acclaim and achieving top 2 ranking status for innovative concepts competition.
- Mentored and guided a team of 12 junior designers through workshops, imparting knowledge in UX design principles and the company's design process, to help improve new employee onboarding and fostered a culture of continuous learning and improvement within the team.

### Senior UX Designer

12/2019 - 03/2022

Infosys | India

- Directed UX redesign projects for SaaS products offered by Finacle (Fintech). Orchestrated improvements across 3 focus areas for both mobile app design and desktop app design for both B2B and B2C.
- Conducted A/B testing to validate design, stakeholder reviews and demos with global account managers and the sales team by addressing design-related inquiries, managing issues in backlogs, and presenting solutions.
- Utilized qualitative analysis methods, gathered insights from user requirements, crafted roadmap, wireframe, visual designs and mock-ups as per industry trends, while conducting comprehensive accessibility audits following WCAG guidelines to substantially impact the evolution of the product.

## CONTACT

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## PORTFOLIO

[linkedin.com/in/arpita-m-566b95137](https://www.linkedin.com/in/arpita-m-566b95137)

[arpita-mishra.com](https://arpita-mishra.com)

## TECHNICAL SKILLS

Quantitative Research  
Qualitative Research  
Wireframe & Prototype  
Usability Testing  
Information Architecture  
Storyboard  
User flow  
User Interface Design  
Accessibility Testing  
Figma  
Miro  
Plasmic  
Adobe Creative Suite  
HTML + CSS/SASS  
JavaScript

## OTHER SKILLS

Oral & Written Communication  
Cross-functional Collaboration  
Problem Solving  
Time Management  
Prioritization  
Critical Thinking  
Project Management  
Agile Methodology  
Adaptability & Flexibility

- Played pivotal role in shaping Finacle's design system, and helped design 33+ UI components, showcasing a deep understanding of agile methodologies, design guidelines and system's intricacies.
- Developed effective solutions for digital products to meet customer needs, specifications, and enhance product reimagining, resulting in a 20-30% reduction in average application processing time and improved product performance growth.

### Web Developer

07/2017 - 12/2019

Thomson Reuters | India

- Directed the planning and development of 50+ high-quality responsive website for law firms, utilizing software development life cycles to transform design mock-ups into fully functional, accessible, and user-friendly websites, and achieving productivity target with a remarkable 120% output.
- Led 8 high-value clients by overseeing website design and management, ensuring their specific needs were met with precision.
- Implemented impactful design change and solution, boosting the performance of the websites by 70% and received recognition from the legal team's director and received an award for outstanding contributions to a development project.

### Web Developer

01/2016 - 03/2017

Practical Ground | India

- Implemented user research, wireframes, design, and prototyping processes to deliver a seamless user experience. Leveraged iterative feedback, user testing, and functional requirements to refine designs and amplify business performance by strategically crafting web pages.
- Developed the website's front-end with React JS, enhancing development progress by 20%. Applied a blend of technical proficiency and design skills to craft an intuitive user interface.

## ADDITIONAL EXPERIENCE

### Assistant Teacher

11/2013 - 04/2014

Mahakalibadi Vidya Mandir School | India

## EDUCATION

### Masters in HCI (Human-Computer Interaction),

09/2022 - 09/2023

University of Nottingham, UK

### Bachelor of Computer Applications,

07/2010 - 07/2013

Mahaveer Academy of Technology and Science University, India

## CERTIFICATION

### Design Thinking,

05/2021 - 08/2021

Stanford University, Graduate School of Business

### Strategic Design, Complexity,

07/2021 - 09/2021

Rhode Island School of Design

## RECOGNITION

### Rewards and Recognition Award

Thomson Reuters

### The Commuters Award

Thomson Reuters

### Rewards and Recognition Award

Infosys

### Design Consultant

HashedIn by Deloitte

## LANGUAGE

English | Fluent

Hindi | Native

Japanese | Beginner