

Aarushi Mahajan

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WORK EXPERIENCE

eClerx Private Limited

Chandigarh, India

Senior Analyst – Experience Design Team

Jul 2021 - Dec 2022

- Worked on a diverse range of projects at this service-based company with clients from all around the globe.
- Carried out high level usability audits based on VIMM and NCPI usability analysis framework and guidelines.
- Created user-centred designs by considering market analysis, customer feedback, site metrics, and usability findings which resulted in an increase in conversion rates.
- Worked with stakeholders to plan projects for effective delivery while maintaining high standards for design which resulted in the successful completion of all projects on time.
- Successfully developed conceptual diagrams, wireframes, visual mock-ups, click-throughs, and prototypes which were then used to present to clients resulting in increased client satisfaction.

eClerx Private Limited

Chandigarh, India

Intern

Sep 2020 - Jul 2021

- Researched and performed UX analysis to make sure a product complies with the established usability standards
- Volunteered to work independently and conduct client interviews to understand the demands of the project in order to provide rich, actionable insights.
- Created user flows, sitemaps, wireframes, prototypes, and other UX deliverables for various projects.

GrowthSchool

Hyderabad, India

Freelance Writer

Apr 2022 - Nov 2022

- Published articles and blogs for this business, which collaborates with top industry experts to provide courses and training for students, professionals, and aspiring entrepreneurs.
- Explored and learned about a variety of UX-related topics from introductory to advanced levels, which helped in comprehending the complicated UX techniques.

PROJECT EXPERIENCE

Design System Documentation

Austin, Texas

Contract UX Researcher

Jan 2022 - Dec 2022

- Independently coordinated with the team of international clients to identify the problems with their product and work on upcoming tasks.
- Collaborated with the Senior UX designer from the client's team to create detailed guidance documentation for each component in their asset library, forming a design system.
- Conducted Desk Research and Best-in-Class audit to gather insights on the usage of components.
- Developed a structure for the component usage guidance that contains information on the anatomy, states, types, color, layout, accessibility, and other aspects of the components in Figma.

Product Data Management System

Chandigarh, India

Single resource allocated – Research and Design

Aug 2021 - Dec 2021

- Conducted client interviews to discover unmet needs and pain points in current experience.
- Produced low and high-fidelity wireframes after first establishing user flows and information architecture for the project through frequent client discussions.
- Enhanced the user experience of the system by 32% by re-designing the user workflows and screen mock-ups after receiving fresh insights from clients based on market research and additional product requirements.
- Successfully designed interactive mock-ups for a product data management system which helped to increase efficiency by creating uniformity across the platform and was met with 100% client satisfaction rating.

VOLUNTEER EXPERIENCE

Chitkara University

Himachal Pradesh, India

Stage Head

Oct 2018

- Successfully managed and organized a stage with a team of 12 people which hosted events at the annual college fest with an audience of over 2000 people.
- Planned and executed the logistics for setting up the stage which included managing sound, lights, and props.

Student Zonal Head

Nov 2019

- Organised 4 main events with over 500 participants, ensuring all the performances went smoothly.
- Coordinated with over 20 different college clubs to ensure their smooth participation, generating more than 60% of the funding for the event.

- Served as the only decision-maker for all urgent circumstances that arose and the sole POC for all major events.

HONORS/CERTIFICATIONS

LinkedIn Skill Badge

Adobe XD Assessment

- Animation, Integration, Interactivity, UX Design, XD Interface

Agile Methodologies

- Framework and Scaling, Product Owner, Team Facilitator

Microsoft PowerPoint

- Animation and Transitions, Presenting, Media, Exporting, Layout, SmartArt and WordArt

Udemy Certificate

User Experience Design Essentials

- Adobe XD UI UX Design, prototype, and handoff from scratch

EDUCATION

Vancouver Community College

Post Graduate Diploma in Business and Project Management

Vancouver, Canada

Ongoing

Chitkara University

Bachelor of Engineering, specialized in UI UX (CGPA: 8.73 on 10-point scale)

Himachal Pradesh, India

June 2021

SKILLS & INTERESTS

Skills

Research Methods

Contextual Inquiry, User Interviews, Project Management, Persona and Scenario Development, Wireframing, Prototyping, Agile Product Development, Product MVP Roadmap

Software

Adobe XD, Figma, Mural, Miro, Microsoft PowerPoint, Axure RP9, Google Surveys, User Testing, Adobe Analytics, Adobe Photoshop

Interests

Sketching and Painting, Music, Yoga, Jump-rope skipping, Journaling, Traveling, Reading, Hiking