



# NIHAARIKA ARORA

Multidisciplinary designer with expertise in product and industrial design. Crafting innovative hybrids between tangible products and intangible experiences, to deliver design solutions that are impactful, inclusive and bring delight to users.

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## Experience

### Product Designer | Design Styles Home

New Jersey, January 2021 - Present

- \* Launching hundreds of consumer products for TJX Companies, diversified the product portfolio by 40% for 14+ brand contracts.
- \* Developing weekly social media content on Figma, reviewed by the art director, driving a 27% increase in website traffic.
- \* Collaborated with project managers, clients, and overseas production engineers to achieve precision in mass manufacturing, resulting in a 20% reduction in defects and a 15% increase in production efficiency.

### Product Designer | Freelance Clients

New York, July 2020 - Present

#### The Museum of Modern Art

- \* Pioneer consumer product pitches through innovative design and rapid prototyping to drive value and functionality.
- \* Negotiated a 10% royalty agreement for innovating a jewelry stand set to launch in Spring 2024, with the aim of attaining global sales.

#### Olas.io

- \* Spearheaded the development of a design system that fostered collaboration among designers and engineers, leading to a 52% increase in system code adoption.
- \* Developed end-to-end UX flows and standardized brand assets across Olas's consumer-facing platform increasing efficiency by 30%.

### Design Researcher & Product Designer | MFA Thesis

New York, September 2022 - May 2023

- \* Gathered insights from 25 SMEs and conducted strategic research on the relationship between declining biodiversity and gut health.
- \* Facilitated co-creation workshops with 20+ participants, strategically fostering collaborative environments to gain insights into user needs.
- \* Conducted evaluative testing with 15+ participants using UserTesting.com, synthesized and designed digital products and services against findings to increase consumer engagement.

### UX Researcher & Design Consultant | Reform Furniture

New York, May 2019 - Jan 2021

- \* Enhanced the user experience of the company's 2020 Design software resulting in a 60% improvement in navigation interface through comprehensive qualitative and quantitative research.
- \* Led usability tests across designers, project managers, and engineers, optimizing task completion and system efficiency by 30%.
- \* Delivered strategic consultation to architects and clients, offering material solutions and presenting compelling 3D renderings to seamlessly integrate Scandinavian design into interior spaces.

## Education

### MFA in Human Computer Interaction

School of Visual Arts, 2023

### BFA in Product & Industrial Design

#### Minor in Communication Design

Parsons School of Design, 2020

## Skills

### Design

Web Design, Mobile Design, Unity Design, Interaction Design, UX Design, Interface Design, Brand and Identity, Visual Design, Service Design, Design System, Industrial Design, Wireframing, Sketching, Rapid prototyping

### Research & Strategy

User Interviews, Survey Design, Usability Testing, Journey Mapping, Empathy Mapping, Personas, Story Boarding, Service Blueprinting, Data Visualization, Workshop Design, A/B Testing, Qualitative & Quantitative Research

### Software

Figma, Sketch, InVision, Principle, Adobe Creative Suite (Ai, Ps, Xd, Id, Pr, Dn, Ae, Lr), Fusion 360, Rhino 3D, Solidworks, Keyshot, Procreate, Miro, UserTesting, Maze, Slack, EditorX, HTML, CSS, Javascript

### Languages

English, Hindi, Punjabi, Sanskrit

## Achievements

### Core 77 Student Winner

Design for Social Impact, 2023

### WantedDesign x ICFF

Awardee Cohort, SVA MFA, 2022

### Role Models Competition

Biopolymer Innovation, 2020