

# Dhairyadev Arora

[www.dhairyadev.in](http://www.dhairyadev.in)

## Product Designer | Computer Science Engineer

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## Summary

With over **2.5 years** of experience spanning fintech, real estate, and technology, I excel in crafting user-centered designs that transcend industries. Specializing in dashboards, B2B SaaS, and mobile experiences, my keen eye for detail ensures designs not only captivate but also meet business objectives and surpass KPIs. I also specialize in scalable and robust design systems, ready to drive impactful solutions.

## Work Experience

### Fabits (Shareway Securities) – Product Designer

Bengaluru (KA, IN), 11/2023 – Present

- Orchestrated a comprehensive redesign of the Fabits goal-based ETF and SIB investing mobile app and desktop platform, resulting in a much more professional look and increased user satisfaction, and overall monthly user deposits grew by over **140%**.
- Developed a robust and scalable design system and component library, meticulously researched and tested for effectiveness, ensuring interface consistency. Enhanced user experience with strategic microanimations, improving engagement and intuitiveness.
- Strategically crafted an SEO-optimized commercial website, driving a remarkable **220%** increase in monthly sign-ups, significantly enhancing the platform's online visibility and user acquisition efforts.
- Implemented innovative features leveraging CleverTap native displays and gained proficiency in backend finance tools like REDVision and Sharepro, enriching the user experience and advancing technological capabilities.
- Streamlined the onboarding process by working closely with key stakeholders by introducing a dynamic user profiling feature "First Ideas," thereby bringing down the user activation time from up to **6 days to less than 36 hours**.

### Anarock Technology – Product Designer

Gurugram (HR, IN), 01/2023 – 08/2023

- Redesigned and optimized user experience for a suite of B2B SaaS real estate applications, resulting in a **27%** increase in user engagement and a **21%** reduction in user drop-offs.
- Conducted **50+** user interviews and combined the user feedback with data generated from the suite of real estate applications, resulting in data-driven design decisions that improved the user experience and increased user engagement.
- Conceptualized and implemented **6+** new features, components, and flows, resulting in increased user satisfaction and a significant decrease in user churn.
- Presented design concepts and user research findings to stakeholders and cross-functional teams, effectively communicating the rationale behind design decisions, and promoting user-centric design principles, resulting in a high stakeholder satisfaction rate.

### PARTH – Product Designer

Gurugram (HR, IN), 06/2022 – 11/2022

- Improved an internal-use tool as a lead designer by enhancing features and introducing a uniform design style guide.
- Collaborated with development and marketing teams to achieve quarterly KPIs on flagship app with **700K+** DAUs.
- Increased conversion rates by **30%** with help of data-driven A/B testing using web analytics, heatmaps & enhanced user experience.
- Introduced platform-wide consistency through documentation of **120+** use cases, design systems and UI elements.

**Other Previous Organisations:** GoMechanic.in, Patharitech Pvt. Ltd., and more.

## Projects

### TakTik – Insight Management Platform

First Position in 48-hour International-level Hackathon

## Education

### Bachelor of Technology in Computer Science Engineering, Manipal University

- Jaipur (RJ, IN), 07/2019 – 07/2023 | CGPA 8.29

### Montfort School, Patrachar Vidyalaya (Science)

- New Delhi, Graduated in 03/2019 | AISSCE, CBSE: 84.5%

## Skills

### UI/UX Design

- Storyboarding & Wireframing
- Mockup Designing & Prototyping
- User Interface & Interaction Design
- Workflow Diagram
- Information Architecture (IA)
- Digital Style Guide & Design System Development

### UX Research

- Competitor Analysis
- Heuristic Evaluation & A/B Testing
- Usability & Accessibility Testing
- User Personas & Journey Mapping
- Product Thinking
- Contextual Inquiry
- Interviewing

### Tools & Technologies

- Figma & Sketch
- Adobe XD
- Adobe Creative Cloud (PS, AI, AE)
- Framer & Webflow
- ProtoPie
- CSS3 & HTML5
- JavaScript