


Dhairyadev Arora

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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, I merge aesthetic finesse with functional brilliance using **Figma**, **Adobe CC**, and **WebFlow**. My keen eye for detail ensures designs not only captivate but also meet business objectives and surpass KPIs. Additionally, I specialize in scalable and robust design systems, ready to drive impactful solutions.

Education

Bachelor of Technology in Computer Engineering, Manipal University

- Jaipur, 07/2019 – 07/2023 | CGPA 8.29

Montfort Senior Secondary School, Patrachar Vidyalaya

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

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.

Projects

TakTik – Feedback Insight Management Platform

First Position in 48-hour International-level Hackathon, December 2021 | [Link](#)