

Arya Sajad

Product designer with 3+ years of experience in retail and health sectors. Expert in responsive end-to-end web and mobile design, cross-functional collaboration and data informed design decisions.

Portfolio

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LinkedIn

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WORK EXPERIENCE

AJIO *Fashion and lifestyle e-commerce platform*

Product Designer Apr 2021 - Nov 2023 (2.8 years)

- Owned the end-to-end post-purchase experience of AJIO which consisted of return, exchange, cancellation and customer care flows
- Conceptualized, prototyped and validated an order tracking experience which led to a 10% reduction in customer care inquiries. This involved relooking at the information architecture and optimizing existing flows.
- Enhanced in-app refund communication by detailing payment use cases and modes of refund. This reduced the refund related customer queries calls by 8%
- Conducted generative research and usability testing to validate user hypotheses and test design approaches
- Collaborated on product strategy of order related communication with cross-functional partners. Provided research insights towards annual roadmap prioritization
- Applied Web Content Accessibility Guidelines (WCAG) to AJIO, to make the platform accessible to users with disabilities
- Conducted UX design workshop to understand the stakeholder idea of an AJIO wallet and to set the foundation for user research
- Mentored a new grad designer

HealthSetGo *Healthcare service provider for schools*

UX Design Intern Sep 2020 - Jan 2021 (5 months)

- Worked closely with the founder on digital transformation initiatives to pivot business from offline health operations to digital solutions amid COVID-19
- Created research plan and conducted 6 user interviews to understand user needs regarding mental health
- Translated user research findings into actionable design recommendations and tested the pilot version of 2 solutions with users

Wipro *Worked for the client Canara Bank*

Developer Aug 2015 - Jan 2018 (2.6 years)

- Owned the Operational Risk Management module of Canara Bank
- Conducted weekly requirement gathering meetings with the client to design risk reports as per bank's needs
- Conducted feature demos about generating financial reports and supported training workshops conducted for bank employees

EDUCATION

M.Des | National Institute of Design

Retail Experience Design

2018 - 2021

Explored a range of customer behaviors within the retail industry. Worked on projects in both digital and physical experiences across diverse retail formats

B.Tech | Model Engineering College

Computer Engineering

2011 - 2015

SKILLS

Design

Customer journey, Task flows, User flows, User Scenarios, Wireframing, Prototyping, Strategic design, Information architecture, Accessibility guidelines, Visual design, System thinking

Research

User interviews, Data synthesis, Persona hypothesis, Usability testing, A/B testing

Collaboration

UX design workshops, Brainstorming, Design critique sessions

TOOLS

Figma, Miro, XD, Zeplin, Illustrator, Maze FigJam, Photoshop, Framer