

Dhairyadev Arora

Product Designer | Computer Science Engineer

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Summary

As a Product Designer with over **2 years** of experience, I have worked with industry-leading startups and companies, specializing in designing dashboards, B2B SaaS applications, and mobile experiences. Using my expertise in **Figma**, **Adobe CC**, and **WebFlow**, I employ various design techniques to ensure that my designs are not only aesthetically pleasing but also meet business goals and KPIs. Attention to detail is a key aspect of my work, which helps me create amazing products that are easy to use and achieve high user satisfaction. By prioritizing user needs and preferences, I design intuitive and visually appealing products that users love.

Education

Bachelor of Technology in Computer Engineering, Manipal University

- Jaipur, 06/2019 – 07/2023 | CGPA 8.32

Montfort Senior Secondary School, Patrachar Vidyalaya

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

Work Experience

Anarock Technology – Product Designer

Real Estate Consulting and Technology Services

Gurugram, 01/2023 – Present

- 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.
- Utilized best practices in UX research, such as usability testing and user personas, to inform the design of new features and improvements to existing components.
- 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

Software development startup behind CREX – top grossing cricket analysis app

Gurugram, 06/2022 – 11/2022

- Took over an internal-use project as the Design Lead; designed and enhanced the user interface, flows and components of this task management and collaboration platform using Figma, After Effects and ProtoPie, and conducted usability & accessibility tests.
- 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.

GoMechanic.in – UI Design Intern

India's largest car service aggregator

Gurugram, 05/2021 – 08/2021

- Improved responsive landing page interfaces for their primary products, proving a **250% increase** in sign-up rates.
- Boosted conversion rates by **12%-16%** in a falling category through auditing feedback and conducting user & competitive analysis.
- Evaluated **80+** major user insights into feasible design decisions and delivered an MVP to the stakeholders within 2 weeks.
- Designed, prototyped and incorporated **13** micro-animations and micro-interactions using Adobe After Effects and Lottie Files.

Projects

TakTik – Feedback Insight Management Platform

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

- Streamlined the process of analysing unstructured user feedback data and made the process faster by projected **72%** using NLP, sentiment-analysis, insight generation and action recommendation.