

Arpit Singh Ahluwalia

UX/UI Designer

Work Experience

UX Researcher – Craft

June – December 2025

- Led end-to-end UX research for B2B mobility and parking platforms (Arrive, EasyPark, ParkMobile), supporting client engagements through Craft.
- Evaluated new strategic product directions, including a dispatcher and fleet manager parking planner, to assess viability beyond driver-focused solutions.
- Drove research for an enterprise expense management MVP with SAP Concur integration, focusing on onboarding, reimbursement workflows, and compliance needs.
- Partnered with PMs, sales leadership, and client stakeholders to translate research insights into clear recommendations shaping product strategy and roadmaps.

UX/UI Designer II – ZoomInfo

May 2022 – April 2024

- Led end-to-end design for TalentOS features including Search, Projects, and Job Description Parser, reducing recruiter sourcing time by 30% and increasing adoption.
- Spearheaded Comparably data integration, enriching candidate profiles with salary and culture insights aligned with go-to-market goals.
- Promoted to Lead Designer and drove high-impact initiatives across SalesOS, including login experience improvements and AI-driven workflows via ZI Copilot.
- Collaborated cross-functionally with PMs, engineers, and analytics teams using Amplitude and FullStory to guide roadmap decisions and iterative improvements.

Product Designer – eUnderdog

July 2021 – April 2022

- Led design of a fully responsive eCommerce platform from research through launch, owning the end-to-end user journey.
- Established a scalable design system and style guide to ensure consistency across company-wide digital experiences.
- Designed brand, marketing, and motion assets supporting product launches and growth initiatives.

UX Designer – Johnson & Johnson

October 2021 – February 2022

- Led UX redesign of internal enterprise tools, conducting research, wireframing, and prototyping from low to high fidelity.
- Redesigned information architecture and navigation, preferred by 90% of internal users in A/B testing.
- Contributed reusable components to the J&J Design System, improving scalability and development velocity.

UX/UI Designer – HypeX

September 2021 – February 2022

- Designed and launched a responsive marketing website emphasizing modern Web3 aesthetics and accessibility best practices.
- Collaborated with senior stakeholders to define and document the company’s visual and interaction standards.
- Delivered 20+ web and motion assets supporting marketing, brand, and promotional campaigns.

Front-End Developer – Bestica

April 2020 – September 2020

- Redesigned the company website to be fully responsive and accessible, achieving Section 508 and WCAG 2.0 compliance and increasing traffic 3x.
- Refactored front-end code to reduce page load times by 10 seconds and improve overall performance.
- Established a cohesive front-end style guide for consistent use of typography, color, and components.

arpit.ahluwalia1@gmail.com
(484) 557-8784
linkedin.com/in/arpitahluwalia
arpitahluwalia.com

Education

The New School – Parsons 2026

MS. Strategic Design & Management

Drexel University 2021

BS. UX & Interaction Design

Graduated with Honors

Skills

Design

Wireframing, Prototyping, Storytelling, Site Mapping, Usability Testing, User Interviews, Surveys, Heuristic Evaluations, Personas, Competitive Analysis, Journey Mapping

Programming

HTML, CSS, Javascript, PHP, MySQL

Tools

Figma, Sketch, Flinto, Zeplin, Invision, XD, Webflow, Photoshop, Illustrator, Premiere Pro, After Effects, Wordpress, JIRA, Confluence, Excel, Amplitude, Datadog, Chorus, SEO

Honors and Awards

FigBuild Winner 2025

Westphal Portfolio Scholarship 2017–2021

Dean’s List 2019–2020

Winners – Design360 Hackathon 2018

Extra Curriculars

Figma Campus Leader at Parsons

June 2026 – May 2026

Spearheaded the creative team behind Drexel’s virtual TEDx event – Odyssey, hosted in June 2021. Conceptualized the design vision for the event influencing stage design, marketing and social medal content.

Research Assistant – The New School

February 2025 – May 2026

Supporting ongoing faculty research projects and academic tasks under Sam Mejias, Dean of the School of Art, Media and Technology.

Vice President – TEDxDrexelU

September 2019 – June 2021

Spearheaded the creative team behind Drexel’s virtual TEDx event – Odyssey, hosted in June 2021. Conceptualized the design vision for the event influencing stage design, marketing and social medal content.

Graphic Designer – Drexel Athletics

May 2019 – June 2020

Created and conceptualized promotional design for all of Drexel’s athletic teams, collaborating with different departments to ensure Drexel’s core identity was consistently translated across all design content.