

**Ankita Arvind**

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**OBJECTIVE**

From Architecture to Product Development, my interests span a spectrum of different scales, yet they organize themselves into a singular goal, which is to create useful & engaging experiences for people.

**SKILLS**

**Design**

User Experience Design

User Research

Design Thinking

Design Strategy

Empathetic ideation

Rapid prototyping

Usability testing

Insight generation

**Business**

Business model innovation

Product Development

**Software**

Photoshop

Indesign

Illustrator

Sketch

Invision (prototyping)

Principle (prototyping)

Microsoft Office suite

**EXPERIENCE**

**UX Strategist, Product Realization** | New York | since April 2016

Idea Couture, Cognizant Digital Business

My role is a bridge between Experience Strategy and Product Development – I fill the gap between deep insights and a market-ready product. Through Design Research and UX prototyping, I have contributed to the refinement of product concepts in insurance, retail and healthcare fields. I have also facilitated Design Thinking workshops & contributed to multiple project proposals.

**Associate Experience Designer** | New York | 2015-16

R/GA

As an Experience designer, I leveraged my strategic thinking and attention to detail in designing omni-channel experiences that were grounded in empathy for the user.

Samsung+Rihanna Campaign:

<https://www.rga.com/work/case-studies/antidiary>

Was accountable for the UX design and strategy for an interactive omni-channel campaign for Samsung and Rihanna, with immersive storytelling being the center of focus.

SkillCloud: Co-lead UX designer and strategist for the design of an internal portfolio website. My core focus was on search and tagging systems and overall user research and user flows which helped shape the value proposition and functionality of the website.

R/GA website: UX designer for R/GA’s re-branded website. Contributed towards all aspects of the interactivity and micro-interactions.

**Intern Architect** | Chennai,India | 2012-13

R.Bhaskar Architect

Working directly under the principal architect, I led an apartment design project (which now stands in Adyar, Chennai) and also contributed on other projects towards concept development, architectural drawings, collaborating with structural and service teams and managed site visits.

**EDUCATION**

**Masters of Integrated Innovation for Products and Services |** 2014-15

Carnegie Mellon University

LiftMate: Sponsored by a manufacturing startup, this product development effort was about improving the user experience of loading and unloading commercial vehicles by designing a human-centered lift mechanism. I was instrumental the experience strategy, concept development and pitching the design to the sponsors.

Assitive Robots for Visually Impaired Travelers: In collaboration with CMU’s research group TechBridgeWorld, I led the user research (surveys, interviews, synthesis, insights) intended to understand human-robot interactions to aid visually impaired individuals navigate transit locations.

Alex The Plane: I led the experience strategy and concept & interaction design for Alex the Plane, a location-based game for children in airports, essentially gamifying the airport experience.

**Bachelors of Architecture |** 2009-14

MEASI Academy of Architecture, Anna University, Chennai