

# Arushi Choudhary

Product Designer | arushichoudhary.com | +91 7340529924 | choudharyarushi97@gmail.com

I create products and experiences that delight users and provide them with a sense of control.

I am passionate about envisioning a better future and actively seek opportunities to shape it.

## EXPERIENCE

### Brick & Bolt

Senior Product Designer | Sep 2024 - Present

- Led the customer and construction-partner app for home construction, informed by continuous field insights
- Designed workflows across payments, project progress visibility, issue resolution, and floor-plan design phase

### Zee Entertainment

Product Designer | March 2022 - June 2024

- Led UX for an AI-powered music creation platform
- Designed workflows for the Zee5 OTT platform across mobile, web, and TV surfaces
- Worked on content discovery, streaming, and engagement features, including gamified experiences for live sports

### Walmart Global Tech India

Product Design Intern | August 2021 - Feb 2022

- Identified opportunities and delivered end-to-end solutions for a global donation management system

### Empathy Design Labs

Design Intern | May 2018 - March 2019

- Developed brand identity and launch assets, including logo, packaging, manuals, and user testing, for an early-stage startup

## ACHIEVEMENTS

- Speaker at Youth Tech Health Conference 2022
- Exhibited and published work at Mediated Lines 2022
- Recipient of USD 12000 grant at Rise up 2022
- Recipient of USD 4000 grant at Youth Tech Health 2021
- Hackathon winner at Valuelabs DI Conference 2020
- Participant at Fourth Dimension and Tesseract Workshop 2020
- Finalist in UX Design India X Social 2020
- Winner of The Walking School Bus Jugaad 2018

## EDUCATION

### National Institute of Design

Master of Design: New Media  
2019-2021

### IIT Jabalpur

Bachelor of Design: Human Factors  
2015-2019

## SKILLS

### Design

user flows, storyboarding, wireframing, information architecture, interface design, graphic design, data visualization, human computer interaction, critical & speculative design, rapid prototyping, video prototyping

### Research

ethnographic research, developing & conducting field guidelines and research methodologies, workshop design, user testing, usability testing, heuristic analysis

### Software

Figma, Adobe creative suite, Framer, Cinema4D, Unity

## CONTACT

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📍 currently based out of Bangalore, India

open to relocation