

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

Zee Entertainment

Product Designer | March 2022 - present

- Leading foundational research and designing an AI-powered music creation platform
- Worked on OTT platform Zee5 with focus on video streaming and user engagement initiatives across multiple platforms including mobile, progressive web applications (PWA), and TV
- Worked closely with analytics and research for launch of games
- Designed gamification modules for live sports tournament
- Involved in hiring/recruitment

Walmart

Product Design Intern | August 2021 - Feb 2022

- Conducted research, found opportunities, and delivered end-to-end solutions for an easy-to-use Donation Management System

Brewing Equality

Designer | August 2021 - present

- Designing a conversational interface for sexual health
- Conducted research study on young women's sexual needs
- Received grants worth USD 17,000

Empathy Design Labs

Design Intern | May 2018 - March 2019

- Developed the logo, product launch strategy, packaging, manual, conducted 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, a media arts festival
- 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

IIIT 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, Adobe XD, Framer, Principle, Cinema4D, Spark AR, Unity, Youtube tutorials of software

CONTACT

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📍 currently based out of Bangalore, India
open to relocation