SHIVAM ARORA

UX Design Lead

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PROFILE

Experienced UI/UX designer with 9 years in tech, driven by over 6 years of deep design passion. I specialize in crafting clean, scalable SaaS experiences across diverse domains, with a focus on seamless end-to-end user journeys.

EDUCATION

July 2020 - Nov 2020
Professional UX/UI Design Bootcamp
DesignBoat, Delhi

2013-2017
Bachelor of Technology (CSE)
Amity University, Noida

2012-2013
Class XII (Senior Secondary, CBSE)
J.V. Public School, Muzaffarnagar

TOOLS

- Figma
- Magnific
- Adobe Illustrator
- Framer
- Claude/Claude Design
- Balsamiq

SKILLS

- Product Strategy
- User Centered Design Thinking
- User Persona and Empathy Mapping
- User Flow Mapping
- Heuristic Evaluation
- Stakeholder Management
- Usability Testing
- Architecture Planning
- Client Presentations & Pitching

WORK EXPERIENCE

Nov 2025 - Present
UX Design Lead
Onething Design — Gurugram

- Hired as Lead UI/UX Designer at Onething, working across education, automotive, entertainment, and luxury retail — designing for both web and app platforms.
- Led UX for Jio University, an ed-tech platform, improving the learning experience for students, and for automotive brands including Royal Enfield and Bajaj, among other projects in the space.
- Shaped the digital experience for MAMI (Mumbai Academy of Moving Image) with an audience-first approach, and led user research for a luxury jewellery brand — travelling to Kochi to understand how buying patterns in South India differ from the rest of the market.
- Designed a sustainability-focused app for a luxury lighting fixtures brand, alongside other websites and dashboards across the portfolio.

Sep 2024 - Nov 2025
Lead UI / UX Designer
Mugafi (BeUnlu Pvt Ltd) — Gurugram

- Hired as Lead Designer on the Product team to improve user journeys and shape strategy for new products.
- Led UX for Ved, an AI co-pilot for screenwriting, and Script Doctor, a script-auditing tool for producers — driving a 30% increase in adoption among beginner writers.

Jan 2023 - Jul 2024
Sr. UI / UX Designer
BluSmart Mobility Pvt Ltd — Gurugram

- Worked as Senior Designer on the Charge and DP-Ops teams, creating Energize, a design system rolled out company-wide across all mobile products.
- Revamped the BluCharge app, helping EV owners charge at BluSmart hubs, improving both the business and customer experience, and built two B2B dashboards for large-scale fleet consumers.
- Designed an autonomous app for guards and charging executives at BluSmart's hubs, streamlining hub operations and driving a [XX%] increase in adoption along with improved satisfaction scores among drivers.

Oct 2021 - Jan 2023
UI / UX Designer
Elucidata — Delhi

- Enhanced Polly, Elucidata's flagship MVP product, and led the website rebrand, including a landing page redesign that grew DataFAIR traffic by 20%.

Jan 2021 - Sep 2021
Interaction Designer
Codeyoung — Remote (Bangalore)

- Designed internal and client-facing products across web and app platforms, including the Mentor Dashboard and Student Learning Portal, along with the company website and its Demo Booking landing page, raising the sign-up rate from 7% to 13%.