

RAYNA ARORA

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EDUCATION

University of Maryland, College Park

M.S. in Human Computer Interaction

Courses: Interaction Design, UX Research Methods, Fundamentals of HCI, Visual Design, UX Business Basics

Expected May 2024

GPA: 4

National Institute of Fashion Technology, Bengaluru, India

Bachelor of Design, Major in Intimate Apparel with a minor in Retail Marketing

Courses: Digital Design, Design Thinking, Apparel production, Consumer psychology, Retail management

July 2017 – May 2021

GPA: 3.8

SKILLS

Research: User interviews, Contextual inquiries, Surveys, Card sorting, A/B testing, Usability testing, Personas, Journey Maps

Design: Interface design, Design systems, Storyboarding, Information architecture, Wireframing, Prototyping, Visual design, Interaction design, User-centered design, Inclusive and Accessibility (WCAG)

Design Tools: Figma, Adobe XD, Photoshop, Illustrator, Adobe InDesign, Sketch, Miro, Corel Draw, Adobe After Effects

Technical: HTML, CSS, JavaScript

WORK EXPERIENCE

Product Designer at Mathventures, Crofton (Capstone)

Aug 2023 – Present

- Redesigned a K-5 educational math gaming app, integrating learning concepts with coloring for effective reinforcement
- Led a cross-functional team of 5 to create storyboards, wireframes, interactive prototypes, and establish a design system
- Collaborated with stakeholders and developers to align design with business goals while ensuring technical feasibility
- Conducted usability testing and co-design research with 10 users to optimize engagement, refine feedback mechanisms, and implement positive reinforcement strategies within the app

Administrative & communications Assistant at A.C.E.S, UMD, College Park

Aug 2022 - Present

- Streamlined student information for 400+ Honors students to ensure data accuracy for efficient decision making
- Designed surveys, conducted audits and analyzed data, providing insights that increased student retention by 12% in 2023
- Formulated a content strategy and created promotional assets including news articles, videos and infographics for the program website and social media which increased user engagement by 143%

Graphic Design Intern at Metamorphosis, New Delhi

Nov 2021 - Feb 2022

- Created digital assets including email layouts, website banners, and brochures for multi-platform brand marketing
- Collaborated with the instructional team to create 30 visually appealing graphics for educational materials, presentations
- Developed social-media exclusive content like illustrations, infographics video ads which increased following by 6000

Graphic Design Intern at Linear Concepts Design LLP, New Delhi

July 2021 - Sep 2021

- Developed 50+ product illustrations and textile prints for the home furnishings department using Adobe Illustrator
- Designed cohesive iconography, product mocks, images and graphics for the website to improve visual consistency

Apparel Design Intern at Tropic, CIEL Textile Group, Bengaluru

Nov 2020 - Jan 2020

- Innovated 20+ product concepts, prints for ASOS 2021 knitwear collection, reducing concept to execution time by 8%
- Executed market research and competitive analysis, providing color and material solutions that aligned with emerging trends

PROJECTS

UX Toolkit Design and Instructional Design for ISchool's Visual Design Course

Aug 2023 - Dec 2023

- Created a UX toolkit to enhance Discoverability, focusing on information design to provide a clear roadmap and actionable steps
- Instructed a class of 30 students on discoverability principles and developed engaging educational assets to highlight key concepts

Usability Evaluation for The Special Collections and University Archives (SCUA) Website

May 2023 - July 2023

- Conducted remote moderated testing with 4 users, analyzing metrics (time, success rate, difficulty) to enhance resource findability
- Documented findings and provided design recommendations to improve the website's help section, search and terminology

UX Research for AntiFragility Health

Feb 2023 - May 2023

- Led a research initiative with the clinic's CEO and a UX team, analyzing the impact of health literacy on user healthcare journeys
- Analyzed data and generated affinity diagrams, experience models, and customer journey maps to uncover pivotal barriers

Accessibility Inspection for ASOS Website

Nov 2022 - Dec 2022

- Performed accessibility inspection of ASOS' website using screen readers, documented WCAG violations and provided solutions
- Conducted comparative analysis between manual and automated testing (WAVE, ANDI) distinguish violations and false errors