

Adhip Arora

Product Designer

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PROFESSIONAL EXPERIENCE

Freelance, Product Designer

12/2025 – Present | New York, United States

- Designing and building websites, apps, and presentation decks for small businesses and individual clients, with a focus on clearer navigation and intuitive information hierarchy.
- Owning the full process from UX strategy and UI design to brand guidelines and front-end build using tools like OpenAI Codex and Claude Code.

Dr. Reddy's Laboratories, Product Design Intern

07/2024 – 08/2024 | New Jersey, United States

- Designed interactive analytics dashboards for internal sales teams, transforming large Excel-based data across 10,000+ medical products and 400+ national distributors into accessible visualizations, targeting a 20% reduction in internal data retrieval times.
- Led end-to-end UX research, including journey mapping, user story development, and stakeholder interviews. Defined dashboard interaction models, prioritizing data reliability and accessibility for non-technical users.
- Developed mid-fidelity Figma prototypes through rapid iteration cycles to refine visual and interaction patterns, informed by continuous feedback from sales and data teams.
- Refined dashboard interactions with speed of use as a primary constraint, ensuring that both technical and non-technical users could reach decision-ready information in the fewest possible steps.
- Presented structured findings from market research across product, region, competition, pricing, and regulatory factors to US sales leadership to inform the go-to-market strategy.

Groz-Beckert, Product and UX Design Intern

05/2023 – 07/2023 | Albstadt, Germany

- Designed an end-to-end experience system in Figma for needle handling, inventory tracking, and disposal, driving a ~54% increase in client inventory accuracy and expanding tracking capacity from 5,000 to ~20,000 units.
- Conducted mixed-methods UX research across 770 clients at ITMA Milano 2023 through ethnographic observation, surveys, and interviews, with 77% of clients validating interest in integrated solutions.
- Coordinated cross-functional collaboration with software, sales, logistics, and shipping teams, creating a solution architecture, reducing client machine downtime due to needle replacement by ~40%.
- Adapted interaction patterns and information hierarchy across desktop, laptop, tablet, and industrial consoles, balancing operator constraints, screen density, and varying technical literacy.
- Researched and presented AI tool integration opportunities and solutions to leadership across marketing, customer service, and internal operations according to cost, scalability, and regulatory benchmarks.

Yellow.ai, UI UX Design Intern

03/2020 – 05/2020 | Chandigarh, India

- Worked alongside 2 product owners to analyze 25 competing AI agent products across Asian markets. Identified feature gaps and success metrics, achieving a ~22% rise in customer retention across a 3-year pipeline.
- Developed wireframes and prototyped visual design concepts for user-facing dashboard features across 4 AI products. Conducted low-fidelity usability testing to improve navigation flow, data tracking, and reduce bounce rates.

PROJECTS

Cosmos Sprint, Speculative Feature Prototype

2026

- Identified two opportunities for interaction in the Cosmos canvas workflow. Designed and shipped an interactive mobile prototype demonstrating color sampling and persistent canvas sessions. Built in Next.js with Tailwind, and deployed on Vercel.

Fallow, Active Idea Repository

2026

- Designed and shipped a fully functional idea repository in 72 hours. Owned the full product direction, interaction design, visual system, and front-end build while integrating a locally-running Hermes Agent AI layer. Built in React and Electron, and developed using Claude Code, OpenAI Codex, and Kimi K2.

EDUCATION

Parsons School of Design, BFA Product/Industrial Design

New York

Dean's Merit Scholarship (2021-2025)

- Relevant Coursework: Computer-Aided Design (CAD); Human Factors, Ergonomics, and Interface Design

SKILLS

Design: User Research, Journey Mapping, Persona Development, Usability Testing, Interaction Design, Visual Design, Information Architecture, Systems Thinking, Rapid Prototyping.

Tools: Figma, Framer, FigJam, Miro, Notion

Build: Claude Code, OpenAI Codex, Kimi K2, Hermes Agent, Next.js, Tailwind, React, Vercel

Creative: Adobe Photoshop, Illustrator, InDesign, Procreate, SolidWorks, Fusion 360, Rhino, KeyShot, Gravity Sketch