

REKHA ARORA

UX Designer and Strategist



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SUMMARY

I am a UX designer and Strategist with over 10+ years' experience in creating web and mobile applications. Design to me is a process of stepping into user's shoes, learning about their day-to-day challenges and solving all the complexity, so that I can give them a simple, intuitive and clean interface.

I have experience working at startups and multinationals. I have a Bachelors degree in Computer Science and Master's degree in HCI. The amalgamation of my technical skills, design skills and passion for creativity and human psychology equip me with all the tools to solve complex problems and turn them into sleek, clean and usable solutions.

EDUCATION

- MS HCI (Scholarship) 3.87 GPA | Rochester Institute of Technology
- CFA Institute | CFA Level 1 | June 2010
- B.E. Computer Science (3rd Rank) | 3.69 GPA | MS University, India

PROFESSIONAL EXPERIENCE

Sr UX Designer at Experian Marketing Services (Cheetah Digital after acquisition in July 2017) | Apr 2016 – Present

- Directed and conceptualized UX design for new features and improvements in Axure and Adobe Creative Suite.
- Championed usability testing lab at the annual client summit in Las Vegas for past 2 years. Spearheaded usability testing sessions with clients.
- Analyzed usability test data/videos and presented the results to stakeholders.
- Define UX patterns and maintain UX style guide.
- Design for data discovery platform in Sketch and Invision.

Consultant at City National Bank | Sr. UX Designer | July 2014 – Mar 2016

- Directed digital initiatives for business portal project.
- Led UX and visual design JAD sessions with business stakeholders.
- Championed UX design for web, mobile, tablet using Axure and Adobe CS
- Mentored and managed a multidisciplinary offshore team of web developers and designers.
- Front End Web development using HTML5, CSS, Angular JS, Kendo UI.
- Led UX QA testing efforts for Cross-browser and cross-platform issues

Songabout.FM | Web and UX Intern | June 2014 – July 2014

RIT | MS Human Computer Interaction | Sept 2011 – May 2014

Infosys Tech (Client AMEX) | Business Systems Analyst | 2002-2007

- Lead IT Strategy and Roadmap initiative for prepaid cards at AMEX.
- Crafted workflow diagrams, requirement documents, test reports and presentations.

AMTEL Security | Module Lead | 2000 – 2002

- Designed and Implemented Wireless Fleet Automation System.

Design Tools

Axure
Sketch
Invision
Balsamiq
Adobe CS
Microsoft Visio
Morae

Design Methods

Wireframing
Rapid prototyping
Competitive Analysis
Site Maps
Personas
Branding
Sketching
Storyboards
Typography
Usability testing
Visual Design
User Research
Contextual Inquiry
Responsive Design

Design Technologies

HTML5
CSS3
PHP
Jquery
Javascript
Bootstrap

Research Areas

Gamification
Wearable
Technology
Social Media
Sustainability
Crowdsourcing
Augmented
Reality