ARPIT PAREEK

arpitpareek686@gmail.com | +91 9649380686 | LinkedIn | Dribbble | **Portfolio**

Product Designer with 2+ years of experience designing SaaS products, AI-powered applications, and mobile apps. Skilled in translating business goals into user-centered designs that improve adoption, retention, and engagement. Proficient in Figma, Miro, and Jira with hands-on expertise in wireframing, prototyping, interaction design, and user research. Comfortable working in fast-paced, collaborative environments alongside founders, developers, and PMs.

KEY SKILLS

Product Design | Interaction Design | Interaction Design | Visual Design | User Research | Wireframing | Prototyping | Design Systems | Usability Testing | Responsive Design | Framer | Figma | Miro | Jira | Notion | AI/LLM Tools | UI Design

EXPERIENCE

Friday Tech Labs
Associate Product Designer — **Jan 2026 - Sep 26**

- Designed and shipped a Mahjong game tracker and manager app from concept to App Store launch end-to-end product design across user flows, wireframing, prototyping, and final UI for a complex, multi-screen application.
- Led design of Real Social, an AI-powered social media content creation and management app designed conversational UX flows and AI-driven interaction patterns for an LLM-based product interface.
- Designed and built client websites end-to-end using Framer translating brand direction into production-ready web experiences without engineering handoff, reducing delivery time significantly.
- Worked across product types simultaneously (native mobile app, AI SaaS, web) in a fast-paced environment, demonstrating range across interaction design, visual design, and no-code development.

Skillbrew.AI
Product Designer — **Mar 2025 – Dec 2025**

- Redesigned the core product interface, onboarding flow, and navigation architecture using a scalable design system, directly improving usability and accelerating user adoption.
- Increased user retention by 25% and engagement by 30% through personalized UX flows, revamped dashboards, and refined conversational UI aligned with AI/LLM interaction patterns.
- Collaborated with founders and developers to prototype, test, and ship new product features - ensuring tight alignment between user research insights and business goals.
- Contributed to onboarding 4 paid clients and 25 trial users through outcome-driven UI/UX improvements that directly supported activation and sales goals

Metadrob
UI/UX Designer — **Jul 2024 – Dec 2024**

- Improved account sign-ups by 2× by redesigning the login and onboarding experience - applying UX principles, interaction design patterns, and usability testing.
- Conducted a comprehensive UX audit of the platform, identifying 10+ critical usability issues and design gaps across core user journeys.
- Delivered actionable user research insights that shaped the product roadmap and led to measurable improvements across 3 key product features

EDUCATION

Bachelor of Computer Application
Jaipur National University, Jaipur — August 2019 - July 2022

CERTIFICATIONS

10K Designers | UI/UX Cohort
10K Designers — Oct 2023

Google UX Design Professional Certificate
Coursera — Feb 2023