

Arya Bhushan

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WORK EXPERIENCE

Non Zero

Remote (Pune)

Experience Designer

Nov 2023 - Present

- Conducting an audit for redesign of Whirlpool Corporation's website, to optimize its usability and functionality.
- Designed intuitive UX flows for apps of Whirlpool and its sub-brands, enhancing the overall user experience.
- Created visually appealing UI designs for The Malba Project's website, to engage their audience effectively.

IIT Delhi (Indian Institute of Technology, Delhi)

New Delhi

Experience Design Intern

Jun 2023 - Jul 2023

- Conducted interviews, analyzed data, and mapped it to identify key issues in the middle schooling system of India.
- Coordinated focus group discussions and ideation sessions, aiding in the development of innovative solutions to address identified challenges.

Megacloud

Remote (Canada)

UI/UX Intern

Apr 2021 - Jul 2021

- Conducted in-depth market research on the home renovation industry in Canada to identify trends and opportunities for client's mobile app, resulting in a comprehensive plan to increased user engagement.
- Audited the employer's website and redesigned it to retain more audience and increase leads.

AWARDS & ACCOLADES

Stanford Longevity Design Challenge

Stanford University

Second Place

Nov 2023 - Apr 2024

- Created a service to providing financial autonomy to women with a kitty party game kit at its core.
- [Finals and Award Page \(Stanford Longevity\)](#)

Student Service Design Challenge

Philips, IBM, IKEA, Ellen MacArthur Foundation

Global Finalist (Top 20)

Nov 2022 - Jun 2023

- Designed a service to improve the wellbeing of mothers by providing a solution for their child caretaking needs.
- [Badge Link \(Badgr\)](#)

Yuj UXplorer '23

Yuj Design Studio

Gold Winner

Aug 2023 - Sep 2023

- Created a product to enable fluent communication between deaf & mute people and those who can hear & speak.
- [Award Post \(LinkedIn\)](#)

1Pixel Designathon

IIT Delhi

Winner

Mar 2023 - Apr 2023

- Built a brand to connect artisans and consumers for sale and purchase of sustainable hemp-based apparels.

EDUCATION

Delhi Technological University (Previously DCE)

New Delhi

Bachelor's of Design (B.Des.)

Graduation Date: May 2025

SKILLS

Behavioural Design, Service Design, UX Research, Ethnography, Qualitative & Quantitative Research, UI Design, Usability Testing, Collaboration & Stakeholder Management, Systems Design Thinking