

# AVNEET ARORA

## PRODUCT DESIGNER

+1-604-619-6435

✉ [avneetarora.16@gmail.com](mailto:avneetarora.16@gmail.com)

🌐 [www.avneetarora.info](http://www.avneetarora.info)

in [www.linkedin.com/in/aroraavneet/](https://www.linkedin.com/in/aroraavneet/)

Drove the full product design lifecycle—from discovery to prototyping, user testing, and production—delivering intuitive, data-informed experiences that elevated WorkBC’s digital platform for thousands of job seekers.

## WORK EXPERIENCE

- **BC Public Service- Department of Education** Vancouver, BC  
Feb 2024- Present  
**User Experience Designer**
  - Led end-to-end UX research for WorkBC’s platform, **conducting 50+ interviews/tests** that uncovered key pain points and drove a **30% boost in task success rates**.
  - Collaborated with Product, Engineering, and stakeholders to prioritize UX enhancements, aligning design decisions with strategy and **raising user satisfaction by 45%** for WorkBC Centre Pages.
  - Designed and iterated Figma prototypes to refine navigation and IA, enabling smoother user flows and **cutting drop-off rates by 20%** across web and mobile.
  - Built & launched a real-time feedback tool MVP to track user satisfaction & inform roadmap, **achieving 56% positive sentiment**.
  - Translated research insights into requirements, launched, and iterated on Version 2 of the feedback tool, **increasing user engagement by 40%**.
- **BC Public Service- Department of Citizens’ Services** Vancouver, BC  
June 2023- Jan 2024  
**User Experience Designer**
  - **Led 15 usability tests** & collaborated with stakeholders to enhance the Single Sign-on **experience across 20+ ministries**.
  - Conducted WCAG accessibility audit & implemented recommendations, improving usability & achieving **95% compliance rate**.
  - Developed educational resources to promote and **educate over 300 client teams**, increasing product awareness & adoption.
- **Perch- myperch.io** Remote  
June 2021- Dec 2022  
**User Experience Designer**
  - Redesigned Client & Broker Portal using 25+ user interview insights, boosting **onboarding speed 60% & task completion by 40%**.
  - Launched a new Realtor Portal from concept to handoff, streamlining workflows & **driving 345 sign-ups in the first week**.
  - Enhanced UX using data-driven insights, **conducted 30+ usability tests** to optimize features & improve information architecture.
  - Created and implemented a scalable Figma design system aligned with brand and accessibility standards, **reducing design-to-dev time by 30%**.
  - Mentored an intern by providing guidance on research methods, wireframing, & prototyping, fostering growth.
- **Royal Bank of Canada** Remote  
Jan 2021- April 2021  
**Visual Design Intern**
  - Designed an asynchronous chat experience that aimed to **reduce support response times by 35%** & boost customer satisfaction.
  - Transformed design concepts into wireframes and prototypes, using user testing insights to **raise task success rates by 40%** & streamline key workflows.
  - Improved mobile banking UX by building & documenting Figma components that boost consistency across the RBC design system.

## SKILLS

- **User Research & Testing:** User Interviews, Usability Testing, Surveys, Personas, Journey Maps, Accessibility Audits, A/B Testing, Heuristic Evaluation
- **Interaction & Visual Design:** Wireframing, Prototyping, Design Systems, Responsive & Adaptive Design, Microinteractions, Visual Storytelling
- **Product Strategy & Collaboration:** Design Thinking, Product Roadmapping, Agile & Scrum, Cross-Functional Alignment, End-to-End Product Lifecycle
- **AI & Data-Driven Design:** Prompt Engineering, Predictive UX, Behavioral Analytics, Heatmaps, Data Visualization
- **Tools & Platforms:** Figma, Figjam, Miro, Optimal workshop, Jira, Confluence, Snowplow, PoweBI, Hotjar, Adobe CC
- **Code & Interaction Prototyping:** HTML, CSS, JavaScript, Front-End Handoff & QA, Component Libraries

## EDUCATION

- Simon Fraser University, Vancouver | Certificate in Digital Transformation Management Sep 2025- Dec 2025
- Northeastern University, Boston | Master’s in Digital Media-Interactive Design Sep 2018- Dec 2020
- Chitkara University, India | Bachelor’s in Architecture Sep 2011- July 2016