Yashna Arora
UX Designer
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User Experience Designer with a solid foundation in human-centered design, user research, wireframing, prototyping, and the end-to-end UX process. Skilled at transforming user insights and pain points into intuitive digital solutions that drive engagement and improve accessibility. Passionate about designing meaningful experiences that align user needs with business objectives.

EDUCATION

University of the Arts London, London College of Communication   **September 2023– May 2027**
BA (Hons) User Experience Design with a Diploma in Professional Studies (DPS)
United World College of Southeast Asia · Singapore   **September 2021 – May 2023**
International Baccalaureate: Design and Technology HL, English Language and Literature HL, Psychology HL

WORK EXPERIENCE

Stratagile* · Singapore - *Business Analyst (User Experience) Intern   **August 2024 – September 2024**
A digital transformation consultancy delivering web, mobile, and cloud solutions for leading brands across Asia-Pacific and the Middle East.
- Conducted a deep dive UX analysis presentation for Mining Journal's website for Aspermont, identifying 15+ improvement areas to reduce high bounce rates and potentially increase user engagement by 20%.
- Designed and reviewed 10+ slide decks for the Western Union loyalty program team, illustrating 3 screen flows and supporting 5 key initiatives.
- Facilitated partnerships with 5 cultural event organizers in Singapore, potentially reaching 10,000+ attendees to promote Western Union's remittance app.

***Digital Learning Champion, University of the Arts London* · London**   **December 2023 – July 2024**
- Co-led qualitative user research on the student and staff experience of UAL's digital learning platform Moodle used by 21k+ users across 6 colleges.
- Compiled findings into a strategic report that is now shaping UI enhancement initiatives across all colleges.

Clear Social Skincare* · Singapore- *Business Consultant intern.   **June 2022 – August 2022**
Clear Social Skincare is an interactive skincare tracker that helps users log routines, track progress, and connect with others with similar skin concerns.
- Led Growth Hacks business team- business consultant intern for Silicon Valley start-up CLEAR (social skincare app) creating and executing growth hack ideas to boost retention and customer acquisition.
- Managed 3 marketing campaigns on a limited budget, resulting in a 15% increase in social media engagement and a 5% boost in website traffic.
- Implemented two efficiency optimization strategies, reducing campaign execution time by 8%.

EXTRACURRICULAR ACTIVITIES AND AWARDS

Washington University in St. Louis Audit course on Intro to HTML   **July 2024**
- Learning the fundamentals of web development and HTML code.

Jump Facilitation Program   **May 2022 – August 2022**
- Obtained specific training from the Jump Foundation Singapore to facilitate learning programs for young children.

Joy Story Foundation NGO - Volunteer   **April 2022 – April 2022**
- Created and executed an email campaign reaching 500+ potential donors, achieving a 12% open rate and a 5% click-through rate.
- Developed a Google Form for donor registration, streamlining the process and increasing sign-ups by 15% for the Sanitary Napkin Pads Campaign.

Participant in School Yearbook Committee - Design Team   **September 2021 – January 2023**
- Coordinated creative conceptualization and cover page design of the 2021–2022 yearbook.

Head of Journalism - MUN (Model United Nations)   **September 2020 – June 2021**
- Engaged in committee discussions, approved team-authored content, extracted key results, and produced post-conference articles.

SKILLS

Software
Figma, Adobe XD Photoshop, Illustrator, After Effects, Adobe XD, Web flow, InDesign, Premier Pro
Design
Wireframing, Iterative prototyping, Mobile and web design, Interface design, User research, Design systems, Graphic illustration