# Arsh Saroya

Senior product designer with visual chops and a passion for motion.

I excel at designing simple, effective products in complex spaces as well as creating and evolving design systems.

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## Experience

**Senior Product Designer,** data.world
Mar 2023 - Feb 2024
Designed data catalog setup and curation experience. Improved company-wide processes for working with cross-functional partners. Streamlined and pushed the usability, organization, and accessibility of the design system. Launched features that directly resulted in customer renewal and expansion.

**Product Designer,** CircleCI
May 2021 - Dec 2022
Led the launch of monetization features to improve cost communication. Created a framework for design system theming and led an icon refresh. Conducted research and collaborated with stakeholders at various levels.

**Product Designer,** Nintendo
Jun 2019 - Jun 2020 • Redmond, WA
Created a design system to unify a suite of game developer tools. Developed and redesigned products, assisted with research, built interactive prototypes, and contributed visual design work.

**Freelance Product Designer**
Aug 2012 - May 2021 • Part-time
Completed projects related to web design, branding, UX design, digital & print graphics, and apparel design for 10+ clients.

**Studio Lead and Co-Founder,** Design for America UW
Jun 2017 - Jun 2018 • Seattle, WA
Launched DFA chapter at University of Washington. Liaised with community partners, mentored project leads, and guided members in solving local issues.

## Skills

Extensive experience designing thoughtful, beautiful solutions. Fluent in creating and evolving design systems.

**Methods** — Storytelling, Wireframing, Prototyping, User Flows, Visual Design, Journey Mapping, UX Research, Usability Testing, Motion Design

**Tools** — Adobe Creative Suite, Figma, Sketch, Miro, Framer, Principle, Webflow, Cinema 4D

**Languages** — English, Hindi (professional), Punjabi (limited), Spanish (limited)

## Education

**B.S. Human Centered Design & Engineering**
University of Washington, Sep 2015 - Jun 2019