

**Surbhi Arora**  
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## EDUCATION

**University of Brighton, U.K** 2022-2023  
MSc User Experience Design | Distinction 1:1

**Pearl Academy, India** 2015-2019  
BA (Hons) Communication Design | First Class 2:1

## PROFESSIONAL EXPERIENCE

**Inforens Global Ltd, U.K**, *User Experience Designer* Jul 2024-Present

- Designed intuitive and visually engaging interfaces for new app launch to enhance user experience
- Developing creative designs to strengthen brand identity for company mascot, & branding materials
- Responsible for optimal user experience across desktop & mobile devices through responsive designs

**ARM Worldwide, India**, *Visualiser Manager, Creative & Content* Jan 2022 - Sep 2022

- Headed the design vertical for MTV India, directing creative strategies & ensuring brand consistency
- Led client negotiations & designed impactful creatives for new brand pitches such as OnePlus
- Managed a team of 4 designers & executed brand campaigns boosting user engagement to 1 million

*Senior Graphic Designer | Executive Graphic Designer* Jun 2019 - Jan 2022

- Developed graphics for diverse digital campaigns of Pearson, Organic Harvest, One8 & Novotel Hotels
- Designed user interface for JM Jain's new website bringing a digital touch to their traditional business

**Daily Digital Pvt Ltd, India**, *Graphic Design Intern* Mar 2018 - Sep 2018

- Designed social & print media creatives for Krispy Kreme, Big Muscles, UC Browser, Cravity café etc.

## CERTIFICATIONS

IBM Enterprise Design Thinking Practitioner

## ACHIEVEMENTS

1st place in online educational escape room game, 11th International Educational Games Competition at ECGBL23, at University of Twente, Netherlands

## AWARDS FOR SOCIAL MEDIA CAMPAIGNS

- Best Instagram Campaign for MTV Splitsvilla Season 13, Digital Dragons Award in 2022
- Silver award for Best Use of Social Media for MTV Roadies Season 18, The Mommys Awards 2023
- Inkspell Social Stars Award in 2023 for MTV Memestars campaign
- Gold award for Best Use of Social Media for "MTV ORGAN Daan" Campaign, PR Awards 2021

## SKILLS

User Research | UI Design | User Experience | Information Architecture | Visual Design | Interaction Design | User Testing | Proficient in Figma, Adobe Creative Suite, & Miro

## LANGUAGES

English | Hindi