

# Surbhi Arora

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I'm a digital and user experience designer with almost 4 years of experience across brand, marketing, and UI/UX design. With a strong foundation in visual storytelling and user-centered design, I'm passionate about creating intuitive, engaging experiences that blend creativity with functionality.

## PROFESSIONAL EXPERIENCE

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### Inforens Global Ltd, U.K, *User Experience Designer*

*Jul 2024-Present*

- Designed intuitive, user-centered interfaces for responsive web and mobile platforms, improving task completion rates and user satisfaction.
- Conducted user research, usability testing, and analysed behavioural data to refine UX flows.
- Developed wireframes, prototypes, and UI components in Figma, contributing to a scalable design system.
- Collaborated with product managers and developers to align design solutions with business goals.

### ARM Worldwide, India, *Visualiser*

*Jan 2022 - Sep 2022*

- Led the design vertical for MTV India, developing creative strategies and maintaining brand consistency.
- Managed a team of 4 designers, delivering high-impact campaigns that increased engagement to 1M+ users.
- Created visual storytelling assets, marketing collateral, and campaign creatives for OnePlus and other brands.
- Worked closely with clients and internal teams to pitch and execute brand campaigns effectively.

### *Senior Graphic Designer*

*Jun 2019 - Jan 2022*

- Developed graphics for diverse digital campaigns of Pearson, Organic Harvest, One8 & Novotel Hotels
- Created creative assets aligning with brand guidelines, maintaining visual consistency across campaigns
- Designed user interface for JM Jain's new website bringing a digital touch to their traditional business

## FREELANCE

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### AI Mental Health Platform

*Oct 2025-Present*

- Currently designing the UI for an AI-based mental health platform in collaboration with clinical psychologists using the design thinking process.
- Conducting primary user research to precisely define core pain points and structure the initial product scope.
- Developing user flows and planning responsive interfaces for the future integration of AI features.
- Participating in cross-functional meetings, gathering feedback, and iterating on design to align with clinical and technical requirements.

## SKILLS

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**Design Methods:** User Research, UI Design, User Experience, Information Architecture, Visual Design, Interaction Design, User Testing, Accessibility (WCAG), Wireframing, Prototyping

**Tools:** Proficient in Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Miro

## AWARDS

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- 1st place in online educational escape room game, 11th International Educational Games Competition at ECGBL2023, at University of Twente, Netherlands
- 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
- Gold award for Best Use of Social Media for "MTV ORGAN Daan" Campaign, PR Awards 2021

## EDUCATION

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### 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