

# Arshla Jindal

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[LinkedIn](#) [Portfolio](#)

## Work Experience

### Mursion · Product & Design Manager

Nov 2023 - Present

human-powered AI tool for virtual reality simulations for emotional intelligence

- Conceptualised & designed the end-to-end UX for Learner, Program Admin & Simulation Specialist experiences, simplifying journey with focus on adoption & engagement.
- Built the New Responsive Design System from scratch with focus on - ease of use, modern look, consistency and modularity across products and platforms.
- Designing visionary concepts aimed at attracting investors and clients.
- Creating *Product Requirement Documents* and executed product roadmaps aligned with business goals, prioritizing features and improvements based on user feedback

### Epixego · UI/UX Designer

Jun 2023 - Oct 2023

a UC Berkeley ed-tech webtool, built on patented AI technology

- Reimagining a holistic web-experience for one of the three major personas- the Advisor- who acts as a bridge between other two personas- Students and Employers.
- Working alongside the founding team to enhance the existing interactions and craft new experiences.

### AskThePod · UI/UX Designer

Mar 2023 - Jun 2023

ChatGPT-powered AI-companion for podcasts

- Designing an intuitive end-to-end mobile and desktop web experience of ChatGPT powered service for podcasts that enables seamless access to podcast summaries and AI-powered chat interactions.

### Airtel · Lead Experience Designer

Jul 2021 - Dec 2022

India's second largest telecom

- Lead the app experiences for Airtel's broadband customers.
  - Delivered Pause Wi-Fi Access feature which increased Daily App Usage (DAU) by 20%
  - Designed app experience to reduce internet dead-spots at customer's house, aimed at reducing support calls & business cost.
- Enabled customer retention through a mobile app journey for Shifting Telecom Connections when people relocate. This would reduce churn and save business cost of ~₹21 Mn.
- Enriched Mobile Recharge experience on the app by embedding offer discovery and quick checkout in customer journey, thus impacting revenue from 86% of total Airtel customer base.

### Adobe Inc · UX Designer

Dec 2019 - Jun 2021

- Designed automatic Glitch effect in Adobe PSE. This won 2nd spot in the hackathon and found place in 2021 product roadmap.
- Self-initiated Research and Designed Bughunt portal for Quality Assurance Team. It saved manhours worth 2 years and boosted team productivity.
- Collaborated with product management for concepts exploration for a new unified image and video editor.

### Lead Software Engineer

Oct 2015 - Jun 2021

- Owned end-to-end planning and testing of Adobe's AI/ML feature- Elements Auto Creations that automatically generates creations on users' photos & videos.
- Led feature team for Automatic Image Smart Tagging and Best Image Curation features and filed its US patent.
- Worked on Quality and Stability of the app, achieving zero crashes target.

### ADPList.org · Ambassador & Mentor

Jul 2021 - Present

a leading global community of Mentors and Learners

- Joined as 1st Indian Ambassador and facilitated Indian mentor group sessions: contributed to India being the 2nd largest base of ADPList.
- Mentored 60+ mentees in 6 months across 3 countries.
- Championed an Airtel x ADPList partnership in North India.

## Education

### YMCA University of Science and Technology

2011 - 2015

Bachelors of Technology,  
Computer Engineering | CGPA:  
9.18 (Rank 7)

## Achievements

### US PATENT

Adobe approved patent "Context-based Organization of Digital Media" filed under US Patent (Oct 03, 2019 | P8652-US)

### AIRTEL DESIGN TEAM RECOGNITIONS

- Rising Star - Sep'21
- Highflier - Dec'21
- Innovation Champion - Aug'22

### ADOBE HACKATHONS

- Rank 2: Designed Glitch Effect Guided Edit for Adobe PSE
- Rank 3: Chatbot experience for automated build setup

### ADOBE CORPORATE SOCIAL RESPONSIBILITY LEAD

Facilitated and championed community events for fund generation

## Skills

### DESIGN

User Research, UX Design, Usability testing, Wireframing, Competitive Analysis, UX Auditing, Prototyping

### COLLABORATION

Strategist, Visual storyteller, Communicative, Detail-oriented, Self-starter, Team player

### DESIGN TOOLS

Figma, Miro, Maze, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Rush, Procreate