



Arshi Kohli

Product Designer | [Portfolio](#)

[Instagram](#) | [Behance](#) | [LinkedIn](#)

+91 6005 862 006 | arshi.kohli12.03@gmail.com

ABOUT

Creative and user-focused Product Designer with over **4+ years** of experience crafting intuitive digital experiences across web and mobile platforms. Skilled in user research, wireframing, prototyping, and building scalable design systems. Passionate about solving real-world problems through empathy-driven design with a strong focus on usability and aesthetics. Currently working full-time while also supporting startups and bootstrapped businesses as a freelance designer, helping 12+ early-stage teams define their MVPs and bring their product visions to life through strategic design and accessibility first approach.

WORK EXPERIENCE

PRODUCT DESIGNER

March 2026 – Present

KoruUX (Remote)

- Led end-to-end UX design for a **B2B AI orchestration platform**, translating insights from **3 enterprise** clients into **15+ user journeys, 20+ workflows**, and **10+ product modules**.
- Conducted **25+ client discovery sessions**, 10+ heuristic evaluations, and technical UX analyses, reviewing existing code, system logic, and workflows to identify 40+ usability gaps and translate complex requirements into feasible product experiences.
- Integrated WCAG 2.1 and accessibility-first principles across **200+ screens**, interaction flows, and **250+ reusable components**, improving consistency across navigation, hierarchy, and interaction patterns.
- Mentored** junior designers through structured design reviews and feedback, while collaborating with product, engineering, and client teams to deliver scalable, user-centered solutions.

PRODUCT DESIGNER

August 2024 – March 2026

Appinventiv (Noida – Hybrid)

- Designed fintech super app used by **5M+ users**, with **90,000+** monthly active users through thoughtful UX flows and precise design system for **crossfunctional** platform.
- Crafted a **user-centered health tracking** solution optimized for older adults by applying **WCAG-aligned accessibility** patterns, large-format UI elements, progressive disclosure techniques, and guided micro-interactions for seamless daily logging, achieving **100K+** monthly users.
- Built scalable **design systems** for brands from the scratch, helping teams move faster while maintaining visual and functional consistency.
- Built scalable **CSR dashboards** for two **B2B SaaS clients**, enhancing operational efficiency and increasing task **success by 56%**.
- Worked across renowned brands from **finance and healthcare to education and QSR**, collaborating with brands like Dr. Morepen, HeroFinCorp, Vodafone, KFC, PVR/INOX, Flynas, Sonny’s car wash co. and Gurushala etc.

UX DESIGNER

June 2023 – July 2024

Tech Mahindra (Hyderabad – Hybrid)

- Delivered cohesive **omnichannel experience systems** for leading healthcare brands, producing 50+ digital and print assets (emailers, eDAs, banners, FSDUs, packaging) to strengthen **brand consistency and recall**.
- Applied **Human Factors International (HFI)** to redesign workflows, wireframes, and UI mockups for **8+ clients**, ensuring smoother, task-efficient user journeys.
- Owned end-to-end creation of **Design System** for an Amsterdam client, implementing scalable component libraries, token architecture, usage guidelines, and governance models that increased consistency and streamlined dev collaboration by **40%**.
- Partnered **cross-functionally** with global pharma clients like Haleon, Gilead, and Dr. Reddy’s to deliver insight-driven, compliant visual solutions.

EDUCATION

Masters in Design UX/UI

Aug 2022 – Aug 2024

Chitkara University, India

Interior Design Diploma

Sep 2020 – Sep 2021

MG Institute of design, India

TOOLS Figma, XD, Maya, Figjam, Photoshop, Illustrator, After Effects

SKILLS Illustration & visual design, Strategy & vision presentations, User flows, Concept sketches, Wireframes & mockups, User research, Testing analysis, Style guides & pattern library, Prototyping, Micro-interactions, Design thinking, CHATGPT, Perplexity, Lovable, Replit, Bolt, Spline, Visily, Stitch, Developer handoff, Stakeholder management, A/B testing, Mentoring, Atomic design, SaaS, Data analysis, Collaboration with product manager, Attention to detail, Analytical thinking, Information architecture