

# Arunima Sinha

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## SUMMARY

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Mission-driven product designer, specializing in design strategy, design thinking, human centered design, and co-creation to deliver impactful and data driven solutions that align with business goals and user needs to create a long lasting impact.

## WORK EXPERIENCE

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### Future Meets Present

New York, NY

#### Design Strategist

June 2024 – October 2024

- Designed sustainability-driven product showcased at Climate Week NYC, engaging 1000+ creative professionals
- Led user research, strategic positioning, and design direction to craft an impactful and innovative narrative
- Collaborated with cross functional teams to drive engagement initiatives, from ideation to product development

### NU Media Holdings

New York, NY

#### Design Manager

March 2021 – April 2023

- Led UX/UI design and brand strategy for 30+ clients, ensuring seamless user experiences across digital platforms
- Developed wireframes and conducted usability testing for clear direction and reducing development time by 10%
- Redesigned company's website interface increasing digital engagement by 20% and boosting online presence
- Mentored junior designers enhancing skills in conducting user research and translating it into impactful designs

### You Care We Care Community Organization

New York, NY

#### Graphic Designer

November 2020 – June 2021

- Managed daily social media operations including content creation, scheduling, and engagement with influencers
- Tracked and analyzed social media metrics to optimize content strategy and highlight business impact effectively
- Designed engaging infographics and conducted copywriting for email outreach increasing engagement by 30%
- Conducted brainstorming sessions and synthesized complex ideas into actionable designs to meet project goals

## PROJECTS

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### Memorial Sloan Kettering Cancer Center

New York, NY

#### External Engagement Studio

January 2024 – May 2024

- Designed a B2C platform to support cancer patients and their caregivers through various phases of care navigation
- Conducted qualitative and quantitative research to transform stakeholder insights into actionable opportunities
- Collaborated with diverse stakeholders to deliver innovative and user centric solutions to meet project objectives

### Sapna NYC

New York, NY

#### Advocacy and Urban Justice

January 2025 – Present

- Partnered with executive director to brainstorm design strategies for a women's small business incubator program
- Proposed participatory approaches and principles to guide design interventions that advance community efforts
- Conducted qualitative and quantitative research to assess challenges and successes to inform data driven decisions

## TECHNICAL & SOFT SKILLS

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**Design & Research:** UI/UX Design, User Research, Prototyping, Usability Testing, Information Architecture

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe Acrobat, Figma, Miro, Mural

**Marketing & Strategy:** Brand Strategy, Social Media Content Strategy, Pitching, Community Engagement

**Soft Skills:** Stakeholder Collaboration, Co-design, Co-creation, Communication, Problem-Solving, Design Thinking

## EDUCATION

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### The New School, Parsons School of Design

New York, NY

Masters of Science in Strategic Design and Management | Systems Science and Theory (STEM) | GPA 3.78/4.0