Arjun Yadav

Passionate about the interplay between humans & computers,
with a strong inclination for people-centered design.

WORK EXPERIENCE

Jul 2024 - Current
Gurugram, India

Senior Lead (Products), Treemouse

- Attempting to build products for people in low-resource environments, to enable better access & adoption. Also trying to figure out what I want to do with my life in the long-run.

Jul 2022 - May 2024
Mumbai, India

Design Researcher, TinkerLabs

- Led design research, ideation, prototyping & testing for a new chain of K-12 schools that aim to revolutionise education in the country.

- Conducted primary research & led conversation design for the *Just Ask* chatbot by UNFPA, enabling 20,000+ adolescents in rural & semi-urban India to get accurate social & sexual health information.

- Led ethnographic research for the Udhyam Foundation to identify enablers & barriers for nano-entrepreneurs to achieve business growth.

- Led the design research & proposed a UX redesign for the Nayi Disha website, enabling caregivers for PWD to swiftly access appropriate resources.

- Led an appreciative enquiry for Vipla Foundation, identifying the most transformative practices at play for their training program that upskilled women from marginalised communities.

- Helped redesign resources developed by the International Justice Mission to enable different stakeholders to use them more effectively.

- Designed, tested & helped re-design an intervention for Project Concern International to increase contraceptive access for women in rural Bihar with migrant husbands.

- Facilitated 15+ 'Design Thinking x Behaviour Science' workshops for organisations & higher education institutes.

Jun 2022 - May 2024
Remote

Faculty, AND Academy

- Taught and evolved 'Think Lab', an experiential learning module that attempts to develop the creative & critical thinking potential of new design students.

- Mentored multiple final year UX UI PG Diploma students for their capstone projects and ran a 5-week long pre-capstone project.

Jan 2022 - Jul 2022
Bengaluru, India

Xperimenter, Science Gallery Bengaluru

- Programmed 'In Between Life & Death', a web-game for young adults to prompt them to question human needs.
- Led the graphic design for 'Earth 2052: Hot or Not', a speculative climate vision workshop, presented at the Science Gallery Youth Symposium 2022.
- Conducted various public engagement activities for young adults to interface with the gallery.

Jun 2021 - Oct 2021
Delhi, India

Product Design Intern, Canonic

- Redesigned the entire onboarding experience of the platform, bringing a 22% increase in onboarding completion rates.
- Led user research & testing for various product features.
- Worked on 2 prototypes to enhance accessibility & user delight on the platform.

Jun 2020 - Jul 2020
Remote

Design Intern, Whitenoise Design

- Worked on multiple identity, interface & packaging design projects.

Jun 2018 - Dec 2020
Multiple Locations

Freelance Visual Designer

- Worked with 8 clients for 20+ graphic, identity & interface design projects.

WORKSHOPS / TALKS

Mar 2024
CC Santé Community
Conference

In Between Life & Death – Breaking Down The Making

Broke down the process used to develop In Between Life & Death, a web-game that prompts young adults to question human needs.

Feb 2024
SPA, Bhopal *(remote)*

What To Do When Adobe Fails You

Introducing graphic design students to creative coding as a medium to create hyper-specific creative tools.

Feb 2024
IIAD, Delhi *(remote)*

Evolving Your (design) Portfolio

Reflective talk taking undergraduate students through the evolution of my portfolio over the years.

Apr 2023
MIT-D, Pune

Set Rules, Make Art

Introductory workshop on algortithmic art & creative coding for 100+ undergraduate design students.

| Jan 2023 | **My Journey Across The Levels** |
| Indian Institute of Art & Design, Delhi | Reflective talk for the professors of IIAD & Kingston University to showcase my 4-year-long undergraduate journey. |

| Jun 2022 | **On Documentation & Reflection** |
| Science Gallery Bengaluru | Talk for 20 summer school participants, introducing them to my process of documentation & reflection with Kolb's Experiential Cycle. |

| Mar 2022 | **Designing & Shipping A Digital Product** |
| Pearl Academy (UX), Mumbai | Case study walkthrough for third year UX UI students. |

| Jun 2021 | **Things I Wish I Knew During Foundation Year** |
| Indian Institute of Art & Design, Delhi | Virtual talk for 100+ foundation year students, covering some advice for their capstone projects. |

AWARDS / HONOURS

| 2023 | **p5.js Global Showcase, 2022** |
| Processing Foundation | For the project: *In Between Life & Death* |

| 2022 | **Best Graduation Project** |
| Indian Institute of Art & Design, Delhi | For the project: *In Between Life & Death* |

| 2022 | **Winner – Designathon 2022** |
| Lollypop Design Studio | For the project: *Sumitra* |

| 2021 | **DCDC 3 – Communication Design Winner (First Round)** |
| D'source | For the challenge: *Visual Informational Identity Program for Corona Virus or COVID-19* |

EDUCATION

| 2018 - 2022 | **B.A. (Hons.) in Communication Design** |
| Indian Institute of Art & Design, Delhi | Graduated with first-class honours |

CONTACT

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