

JANVI ARORA

Customer Experience & UX Designer

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PROFESSIONAL SUMMARY

Customer Experience and Visual Designer with 4+ years of experience creating customer-facing e-commerce, campaign, brand and event communications across the UK and India. Combines strong visual-design craft with experience translating briefs into clear, audience-focused digital touchpoints and collaborating through feedback-led delivery.

Brings frontline insight from a high-volume airport retail environment, including customer support across self-checkout, payment and issue-resolution moments. Developing deeper UX and service-design practice through journey mapping, accessibility-focused thinking, prototyping and user-centred problem framing. Comfortable using Figma and Adobe Creative Cloud to communicate concepts clearly and refine designs with stakeholder feedback.

CORE COMPETENCIES

- CX & UX:** User-centred design · Customer journeys · Digital touchpoints · E-commerce design · Wireframing & prototyping · Accessibility awareness
- Research & Collaboration:** Desk research · Feedback synthesis · Stakeholder communication · Design rationale · Cross-functional collaboration
- Tools & Delivery:** Adobe Creative Cloud · Adobe XD · Miro · Figma · AgilePM

PROFESSIONAL EXPERIENCE

Customer Services Associate (Part-time)

Avolta, Manchester

Feb 2024 - Jan 2026

- Supported customer journeys in a high-volume, time-sensitive airport retail environment across product discovery, self-checkout, payment, age verification and issue resolution.
- Assisted travellers with varying digital confidence, language needs, luggage constraints and boarding-time pressure, using clear and empathetic communication.
- Observed recurring friction around self-checkout and assisted-resolution moments, building practical understanding of the relationship between digital systems, physical touch points, staff workflows and customer confidence.
- Worked with colleagues to maintain queue flow, service quality, operational accuracy and loss-prevention requirements.

Senior Visual Designer | Project Coordinator

iRebel UK

Feb 2024 - Jun 2025

- Designed customer-facing brand, campaign and digital assets for fashion and e-commerce clients, balancing brand consistency, audience needs and commercial objectives.
- Translated client briefs into clear visual concepts and multi-channel design outputs across social, e-commerce and promotional touchpoints.
- Structured briefing, feedback and approval workflows with clients and internal teams, reducing feedback cycles by 30%.
- Coordinated creative production across stakeholders, maintaining quality, consistency and 100% on-time delivery across accounts.
- Presented design rationale clearly, adapting concepts in response to feedback and changing client requirements.

Creative Marketer

Grazitti Interactive

March 2022 - Sep 2022

- Produced digital reports, campaign assets and B2B marketing collateral.
- Collaborated with design, product and marketing teams to create clear, consistent communications across different channels.
- Built reusable templates and visual systems that reduced delivery time by approximately 20% while maintaining brand consistency.
- Delivered fast-turnaround work while responding to feedback, changing priorities and campaign requirements.

Graphic Designer

Fizz Retail Pvt Ltd (Amazon Creative)

Sep 2021 - Jan 2022

- Designed Amazon storefronts, packaging and performance-marketing assets for e-commerce brands.
- Applied visual hierarchy, product-discovery principles and platform requirements to make product information clearer and more engaging.
- Contributed to a reported 30% uplift in engagement through conversion-focused visual assets.
- Balanced brand guidelines, commercial priorities and audience needs across multiple digital touch points.

Graphic Designer | Event Coordinator

Planbox Weddings and Events

Aug 2020 - Aug 2021

- Designed branding, signage and attendee communications for corporate events, including HDFC and Maruti.
- Delivered consistent information and visual experiences across physical and digital touch points for events with 1,000+ attendees.
- Coordinated vendor and internal production timelines, logistics and quality checks for complex live-event delivery.
- Adapted communications and materials in response to operational changes and stakeholder requirements.

SELECTED PROJECTS

Bloom — PCOS Care Navigation & Wellbeing Concept

Independent UX / Service-Design Concept | Portfolio Project

- Developed a concept exploring how people with PCOS could access clearer, more supportive guidance across symptoms, appointments, self-care and emotional wellbeing.
- Considered user needs around uncertainty, fragmented information, sensitive health conversations and the need for accessible, non-judgemental communication.

Clear to Fly — Inclusive Airport Self-Checkout Experience

Independent CX / UX Case Study | In Development

- Developing a concept to improve airport duty-free self-checkout for older travellers, people with lower digital confidence, non-native English speakers and time-pressured passengers.
- Drawing on frontline retail experience to identify friction across physical and digital touch points, staff support, payment exceptions and queue management.
- Currently in the research phase, mapping friction points from frontline experience before moving into journey mapping and prototyping.
- Independent work; no confidential company information or internal systems used.

EDUCATION AND QUALIFICATIONS

AgilePM Foundation and Practitioner

APMG International

Oct 2025

Masters in Graphic Design and Art Direction

Manchester Metropolitan University, Manchester

Sep 2022 - Sep 2023

Certificate in Graphic & Print Design

Maya Academy of Advanced Cinematics, Chandigarh

Apr 2021

Bachelor of Fine Arts (BFA)

Amity University, Noida

Jul 2016 - Dec 2020