

Aryan Deopa

+91 77381 87708 | deopaaryan2@gmail.com | Noida, Uttar Pradesh | LinkedIn

Experience

Onefinnet

Jan 2025 – Present

UX Designer

Noida, Uttar Pradesh

- **Won ownership of a ground-up rebuild of SPOT**, the company's flagship **mobile** networking product, **measured** by reversing a retention crisis where over half the user base had churned, **by** diagnosing the failure through user research and pitching a **20+ slide product case** that won CEO and stakeholder buy-in.
- **Shipped a completely redesigned SPOT mobile app from scratch, driving 68% adoption** of new networking features and a doubled active-user rate post-launch, **through** designing and prototyping **200+ mobile screens** over a **4–5 month build** in **Figma**, repositioning the core model from one-to-one connections to community-building with progress tracking.
- **Launched a freemium subscription model, resulting in 28% of onboarded users converting to paid, a 43% DAU/MAU ratio, and 74% onboarding completion, achieved by** designing new engagement features and paywalls for free-tier users end-to-end.
- **Defined and designed the Coaching platform from zero, taking it live with 40+ coaches and 120+ students, via** authoring the full PRD and SRS (**3 user roles, 4 end-to-end flows, AI-matching logic, 4-phase roadmap**) and designing all three portals (**45 pages, 150+ mobile and web screens**) through production and testing.
- **Pitched and defined the RLHF platform for financial AI, moving it from research to active development, through** authoring requirements for **2 user types**, a **6-step onboarding sequence**, and a **3-tier engagement model**, and designing **30+ pages / 120+ screens** using **Figma Make**.
- **Built Onefinnet's first design system from the ground up, earning** direct adoption into engineering's codebase (components and tokens specified and version-tracked in **GitHub**) and migration of **300–400+ legacy screens, accomplished by** creating **150+ reusable components** with standardized color and spacing tokens.
- **Designed Onefinnet Talent's B2B recruitment product, delivering a 24% increase in user retention, through** building the admin dashboard and core portal (**70+ and 50+ screens**) and leading design and branding for **Finbot**, its AI assistant for automated job creation and interview scheduling.
- **Rebuilt the company website end-to-end, growing** organic traffic from **near-zero to a 342 daily peak, via** writing and designing **15+ net-new pages**, overhauling **10–12 existing pages** in **Figma** and **Illustrator**, and executing a full content rewrite.

Salesken AI

Sep 2024 – Dec 2024

UX Design Intern

Bengaluru, India

- **Improved brand consistency and cut design time by 30%, by** redesigning **product pages** and **digital user flows** using **Figma, Photoshop**, and a systematic **design system** for advanced prototyping.
- **Drove a 45% increase in conversion rate, by** designing **UI widgets, landing pages**, and **product demo videos** for marketing using **Photoshop** and **Illustrator**.
- **Shipped new features within an Agile, user-centered framework, by** collaborating closely with the **Product Manager** and **Front-End Engineering** team from concept through developer handoff.

Skills

- **Design & Research:** UX/UI Design · Interaction Design · Mobile App Design · Responsive Web & App Design · Design Systems · Information Architecture · User Research · Usability Testing · A/B Testing · Advanced Prototyping · Wireframing · Design Thinking
- **Product & Strategy:** End-to-End Product Ownership · Product Discovery · Problem Framing · Product Thinking · PRD & SRS Authoring · Requirements Gathering · Roadmapping · Subscription & Monetization Models
- **Tools & Software:** Figma · Figma Make · FigJam · Framer · Adobe XD · Photoshop · Illustrator · Adobe Creative Suite · GitHub · Notion · Jira · Confluence · Blender · AI-Assisted Design Workflows
- **Domain Expertise:** B2B SaaS · Consumer Social & Networking · HRTech & Recruitment · EdTech · RLHF & AI Systems · AI/ML Platforms · Fintech
- **Collaboration & Agile:** Agile/Scrum · Cross-Functional Collaboration · Stakeholder Management · Design-to-Dev Hand-off · Developer Coordination

Education

University of Petroleum and Energy Studies (UPES)

2020 – 2024

B.Tech, Computer Science (Graphics & Gaming)

Dehradun, India

- User Experience Certification – Accenture
- Enterprise Design Thinking Practitioner – IBM