



# Arianth Jain

UX-UI/ Service Designer



Born 06/12/1994 Age/27  
Address – Via Baldo Degli Ubaldi 265, int  
508, ROMA(RM), 00167 Italy  
Nationality/ citizenship /India  
Status- Unmarried



[ariantpsd@gmail.com](mailto:ariantpsd@gmail.com)  
[jain.1919318@studenti.uniroma1.it](mailto:jain.1919318@studenti.uniroma1.it)



+39-3274417133



## ABOUT ME

As a core responsible designer, I can wear any hat on my head to understand users' needs. It is my great passion to view design as having the power to shape the world around us. Whether it's by simplifying interactions or giving users a different perspective on things, I'm opportunity seeker and problem-solver UX-UI/ Service designer, skilled as "T-Shape and Generalist UX Service designer".

My pleasure usually comes from relishing the journey through iterative process and simplifying interactions with both users and also from having a deep understanding of the business perspective because if a product is well furnished, needful and refined, but without business it won't survive, so I strive to be a supporting character through superpower of design for my heroic organizations like we usually see in movies.



## WORK EXPERIENCES

### UX-UI/ Service Designer

#### MAURAYAN DISCOVERY

Advertising, Public  
Relation agency.  
New Delhi, India  
09/2021-03/2022  
Remote Internship.

**Main activities and responsibilities:** assisting to senior designer for Research about user empathy and user understanding in wide sense, collaboration with product managers and engineers. Illustrating design ideas using storyboards, process flows, empathy map and sitemaps. Designing graphic user interface elements, like mobile screen menus, tabs and widgets.

**Acquired skills and achieved objectives:** A better understanding of user empathy and behaviors learnt about Generalist UX/UI Designer.

The understanding behind the scene scenarios as a Service designer for innovation disruptive design.

Practically learn about Business Model Canvas and sense of business not only design.

Employed as: intern/trainee - internship



## ACADEMIC PROJECTS

### Final Thesis Project Rome, Italy

#### SHARING ECONOMY INTO SERVICE DESIGN

Individual Project

#### ARTPEER [Service Design/ UX -UI ]

It's online social interactive art community platform where you can buy, sell and resell the artworks.

Thesis mainly divided into two parts-

1) Theoretical framework to effectively understand the service design and its wide application tools, but the significant focus of the thesis is to design an innovative service that solves a real-life problem while simultaneously creating a business.

2) Practically framework, applied almost various Service Design methods and UX tools like Design Thinking, PCD, Benchmarking and Business Model Canvas.

### People- Centred Design Studio.

#### DESIGN FOR REAL NEWS Individual Project

#### REFERO-PEDIA [ Social Innovation and Service Design]

Peoples News is a mobile app or platform that allows you to watch and read the news with reference sources regarding every single post. You can also see real-time statistics of how people react to news posts.

#### Learning Description-

- Research and Analyses about the Social Innovation, PCD, Design for information and new media.
- Various Case Studies, Keywords Research, Making Conceptual Maps and Mind Map.
- Using UX Tools Interviewed with people, Build Personas, Empathy Maps, Pain points Storyboard.
- Defining problem statement – hypothetical problems statement then goal statement.
- Ideation and Brainstorming using some design sprints methods like HMW, crazy'8 etc.
- Prototype and Morphology
- Competitor audit sheet, Benchmarking Diagram and Business Model Canvas.
- Final product and service built called REFERO-PEDIA.

**Interaction Design Studio.**  
**DESIGN FOR NEW NORMAL**  
Individual Project

**Milo [ Tangible product integrated with service and application of IOT ]**

A device that measures EKG, Blood Pressure, Pulse Rate, and body temperature as well as storing your data and sending it to your doctor and also able to serve as your interactive assistant by providing visual communications during a pandemic. Visually communicating the time each medicine should be taken and other more customized use during the day are available as additions.

**Scenario-** "Wave Virus Pandemic" No more use of wireless connectivity only using LAN connection.

**New Normal** There are many pandemic effects but choose the small scenario to solve problems like the High rate of booming Arrhythmias and Coronary artery disease.

**Learning Description-**

Think out of the box, Think and Solve hypothetically to get more insight and better understanding the scenario, Mind Maps, application Internet of things,.

Create own hypothetical scenario and use the design process to solve the problem widely and making Prototype.

**Product Design Studio.**  
**DESIGNING A SIGN WALL**  
Group Project  
Medina C. Xavier F.  
Arihant Jain  
Jalileh Ailar

**Modular System Design [ Tangible Product ]**

Built modular furniture according to the user needs in context of Keywords Adaptability, Flexibility and Modularity.

**Learning Description-**

Keywords Studies, Case Studies, Mind Maps, Social Scenario, User Storyboard.

Product Interactivity and Touchpoints.

Iterative and improvise product design process then final morphology and prototype.

**Google UX Design Professional Certificate**  
**Consists 7 Professional Certificates online.**  
Individual Project

**ArtRental [ UX Research, Digital Prototype Design, Service Design and Business ]**

People can rent an artwork for their desired time.

**Learning Description-**

- Understand UX Roles, Select the Scenario going through Design Thinking and Design Sprint
- Build Personas, Empathy Maps, Understanding Pain-points, Craft a Story, Making action User Journey Map till user problem solved, Information Architecture.
- Defining problem statement – hypothetical problems statement then goal statement.
- Ideation and Brainstorming using some design sprints methods like HMW, crazy'8 etc.
- Closer and Big Picture Storyboards and Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts, created High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD Competitor audit sheet, Benchmarking Diagram and Business Model Canvas. Final product and service built called ArtRental.



**MASTER DEGREE**  
2019-22  
Rome, Italy



**Sapienza Università di Roma**  
**Facoltà di Architettura**

**Master of Science in Product & Service Design**  
LM-12 - 2nd level degree in Design

Dissertation/thesis title: "ARTPEER" Sharing-economy into Service Design.

| Thesis supervisor: Prof. Loredana Di Lucchio

Age at graduation: 27 | Official duration: 2 years

Graduation date: 25/05/2022

**University of Zagreb**

**Faculty: Faculty of Graphic Arts,**

**Erasmus for one semester -master study of printing technology - course:**  
**design of printed products**

Age at completion: 26 | Official duration: 6 months

date: 07/09/2021

**ERASMUS EXCHANGE**  
Six month 2021  
ZAGREB, CROATIA



**BACHELOR'S DEGREE**  
2013-2017  
GWALIOR, INDIA



**Raja Mansingh Tomar Music and Arts University, Gwalior, India**

**Faculty of Fine arts, Design and Animation**

**Bachelor's of fine arts in paintings**

Dissertation/thesis title: Initial and Post Abstract Art. | Thesis supervisor:

Prof. Balwant Singh Bhadoria

Age at graduation: 22 | Official duration: 4 years Graduation date:

16/05/2017

## DESIGN SKILLS

Design Thinking and other methods.  
Human-centred Design  
Interaction Design  
Creative Strategy  
Responsive Design  
Contextual Research  
Information Architecture  
Ideation Process.  
User Flow  
Wireframing  
Rapid Prototype  
Digital Product Design  
Experience Mapping  
Design For Sustainability.

## PROFICIENT AT TOOLS

Adobe XD  
Figma  
Adobe Photoshop  
Adobe Illustrator  
Pen+Paper  
Indesign  
Lightroom  
Microsoft office  
Photography

## SOFT SKILLS

Autonomy **5/10**  
Self confidence **8/10**  
Flexibility/Adaptability **9/10**  
Resistance to stress **8/10**  
Ability to plan and organize **9/10**  
Managing information **8/10**  
Precision/Attention to details **8/10**  
Learn continuously **9/10**  
Achievement of objectives **9/10**  
Entrepreneurial spirit **7/10**  
Communication **9/10**  
Problem Solving **10/10**  
Team work **10/10**  
Leadership **10/10**

## DIGITAL COMPETENCE

**Self-assessment grid**  
Information processing **Proficient user**  
Communication **Independent user**  
Content creation **Independent user**  
Safety **Basic user**  
Problem solving **Basic user**



**Google UX Design Professional Certificate**  
**Consists 3 Professional Certificates online.**  
3 Months

**Creative and Design Thinking: process and tools for innovation**  
**Polimi Open Knowledge, Politecnico di Milano.**  
1 Month

**Be an EuroEntrepreneur Erasmus+ Project**  
Geo Club  
VATRA DORNEI  
ROMANIA  
10 days

**Bizz2youth- Creating Business Opportunity through Design Thinking**  
**Erasmus+ Project**  
Coconut Network & MIHI  
RIGA, LATVIA  
10 days

## OTHER TRAINING COURSES

**Online Course authorized by Google offered through Coursera.**  
1) Foundations of User Experience (UX) Design  
2) Start the UX Design Process: Empathize, Define, and Ideate  
3) Build Wireframes and Low-Fidelity Prototypes

Learning outcomes.  
1. Understand basic concepts of human creativity and creativity tools  
2. Understand the potentialities of creative thinking and design thinking process to reach innovation  
3. Understand the importance of creative thinking and lateral thinking when facing a design problem/challenge  
4. Comprehend the explore and generate phase of the design thinking process and related tools  
5. Apply creative thinking and creativity techniques to solve challenges through the application of a design thinking process and its tools.

The BEE Youth Exchange is an international event created based on the partnership among 7 organizations from 7 EU countries (Bulgaria, Croatia, Estonia, Italy, Latvia, Poland and Romania), The BEE Youth Exchange involves 45 participants, whom thought nonformal learning methods are encouraged to turn their ideas into actions using the "Business Model Canvas" as a business analysis tool and social entrepreneurship innovations. The activities are designed to foster to the participating youngsters during 11 days with business techniques to encourage development of local economy, creating an inclusive labour market. Encouraging youngsters through sharing of methods and opportunities for entrepreneurship to develop their business ideas.

The aim and the specific objectives of the project were:  
Biz2Youth is an entrepreneurial journey to enhance the NEET youth's entrepreneurial competencies to raise their employability and sense of initiatives, gathering the participants to work on one business idea in groups for one week, using the 'Design Thinking' method.



## AWARDS & ACHIEVEMENT

2019 Young Artist National Award by Ministry of Culture Government of India  
2018- O.P Jadia Smriti Award.  
2018-Bharat Vikash Parisad Award. 2017- Best Subtle Painting Award  
2017- International Photography Award Under selection of 50 images.  
2016- Precious Abstract Painting Award 2016- Heritage Conservation Award



## Languages

English- C1 Italian- A2 Hindi -Native Speaker Punjabi- B2



## HOBBIES

**If I talk about my hobbies, literally I maintain five hobbies.**

- Help me to make more money so, always prepare as a problem solver and opportunity seeker.
- Help me to build a stronger mindset so, read the self-help books.
- Help me to be in a shape so, not much but do the workout.
- Help me to connect with my inner selves so, do Abstract Paintings as a painter.
- Help me to stay creative so, do Photography, Paintings and Design