

# Arpit Girotra

## Lead UX Designer (UX Manager)

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India 

Design leader with 10+ years of experience leading UX for B2B SaaS products. I've built teams, scaled design systems, and worked closely with product and engineering teams to turn complex problems into simple, practical user experiences.

## Experience

### Lead UX Designer

#### Greytip (greytHR Product)

*Dec, 2020 - Present • Bangalore*

- Redesigned client onboarding experience for the implementation team, doubling throughput from 40 to 80 enterprise clients per month without additional headcount
- Redesigned payroll UX to support global market expansion, introducing weekly and biweekly pay cycles across 25+ countries, enabling greytHR to serve international enterprise clients
- Transformed an ad hoc design workflow into a scalable DesignOps practice by implementing standardized processes, UX governance, and structured onboarding.
- Reduced design inconsistencies by 40% across a platform serving 3M+ users by leading the creation of a design system on atomic principles covering UI components, illustration, and motion
- Established a mixed-method research practice across 200+ user touch points combining interviews, ticket analysis, and heat maps to surface systemic gaps and inform product decisions
- Grew 2 designers from intern to associate within 6–12 months through skill coaching, stretch project mapping, and direct stakeholder exposure
- Hired multiple designers across pods; co-designed interview structure and evaluation criteria to raise the quality bar organisation-wide
- Led a team of 5 across 5 product pillars and maintained delivery quality throughout design cycle

### UX Designer

#### Think Design

*Mar, 2019 - Nov 2020 • Bangalore*

- Led redesign of a B2B platform for steel industry business owners — improving market insight discovery and peer networking experience
- Improved billing experience for Replicon, increasing user satisfaction by 30% and reducing billing-related support queries by 25%
- Contributed to product and design pitches that grew in-house project pipeline by 20%

## Experience

### UI/UX Designer

#### Ampersand Design Studio

*Apr, 2017 - Feb, 2019 • Gurugram*

- Worked on enterprise applications for RJ Corp and Max Life Insurance — focusing on usability, interaction design, and internal portal improvements

### Multidisciplinary Designer

#### Small World

*Dec, 2016 - Aug, 2017 • Gurugram*

- Designed and redesigned consumer and P2P products across web and mobile — including end-to-end design of Samoolam from scratch

## Education

### BSC in Animation and Visual Graphics

#### Amity University

*2012 - 2015 • Gurugram*

### Information Security and Ethical Hacking

#### Appin Technology

*2011 - 2012 • Chandigarh*

## Strengths

**Design Operations**

**Team Leadership**

**Design Systems**

**Cross-functional Delivery**

**Research Strategy**

**Stakeholder Alignment**