

ISHAAN ARORA

UX, Industrial, and **Play** Designer

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I work hard (and smart), paying close attention to the details that make good work great again. I believe work should be enjoyable and collaborative, and I thrive in environments where ideas and laughter flow freely. Lastly, I take deadlines seriously and pride myself on staying ahead of them!

Work Experience

2024 - 2025	Building Exp. Specialist The LEGO Group, DK Shaping the build journey of various LEGO models, ensuring age-appropriate design, and intuitive interactions. Ambassador for Community Engagement and Diversity and Inclusion Network.	2024	LEGO Design Intern The LEGO Group, DK Worked with the UX research team to enhance the LEGO Building Experience for children and adults. Collaborated with multi-disciplinary professionals in conceptualizing future LEGO set ideas.	2024	Play Designer Økolariet, DK Designed portable and interactive play experiences for an edutainment center in Vejle. Conducted research on 'Playful Marketing' and applied insights to enhance the center's outreach impact.
2023	Play Design Intern FabLab Spinderihallerne, DK Designed and co-facilitated play-based workshops with educators, industry pioneers, and high school students. Curated a Workshop Playbook for employees to make their sessions more playful and interactive.	2023	Student Ambassador Designskolen Kolding, DK Fostered professional relationships and showcased student projects across the school's social media platforms. Curated and facilitated student events to foster community spirit and engagement.	2019 - 2022	Game and Toy Designer Skillmatics, IN Designed and developed multiple S.T.E.M. construction toys and board games for children. Led the collaborative project with MARVEL to develop buildable and modular action figures.
2021	Board Game Designer Toycathon 2021 Winner, IN Worked with a team of four to design a family board game fostering soft skills development in children. Led the communication of our concept to a panel of industry professionals and education pioneers.	2018 - 2019	Product Designer Studio Objectry, IN Designed and handcrafted wooden home decor products. Led product photography sessions, and made social media content. Occasionally managed company operations, including store management.	2016	UX Intern FootballLink, IN Conducted user experience research on a patented football skills-tracking system, the F-Cube. Assisted the head coach in training for a local U-13 football academy team.

Volunteer Work

2023

Operations
DSKD Dolphins, DK
Planned and facilitated weekly football sessions for all students living in the city of Kolding, Denmark.

2018

Visual Design
Mittika, IN
Curated social media creatives for a project on women safety and empowerment, and helped with their website UX.

2022

Operations
Swapspot, DK
Handled the day-to-day operations of a local non-profit thrift store, and stood as an advocate for their volunteer program.

2017

Venue Operations
FIFA, IN
Worked with a team of 25 to set up the JLN stadium for the teams participating in the FIFA U-17 World Cup in Delhi.

Education

2024

MA in Design for Play
Designskolen Kolding, DK
Graduated with a 9.6 (7 point grading scale)
Appointed Student Ambassador in 2023

2022

Social Psychology
Wesleyan University, Online
Completed a certified non-credit course with honors offered through Coursera.

2018

BA in Industrial Design
MAEER's MIT Institute of Design, IN
Completed with a CGPA of 7.6;
Appointed Football Team Captain from 2015-2018.

2014

Computer Sciences
The Mother's International School, IN
Completed with 93 percentile;
Appointed House Captain in 2013;
Awarded Best Athlete in 2014;

Skills

- Design Thinking
- Problem Solving
- Micro Interactions
- Product Optimisation
- 3D Design
- Workshop Facilitation
- UX Research and Design
- Project Management
- Business Acumen
- Play Advocacy

- Time Management
- Creative Ideation
- Design for Production
- Photography
- Critical Thinking

Hobbies

- Football
- Running
- Hiking
- Board Games
- Cooking
- Designing
- Playing