

Anmol Arora

(925) 683-9287 | anmol.a235@gmail.com | anmolaroradesign.com | www.linkedin.com/in/anmolaroradesign/

Design strategist with 7+ years of experience helping organizations move from ambiguity to implementation through service design, product strategy, research, and cross-functional facilitation. Experienced defining MVPs, aligning stakeholders, and translating complex customer and business needs into actionable product roadmaps and implementation-ready requirements.

Professional Experience

Provation

Service Designer and Design Strategist | 01/2025 - 06/2026

- Led discovery and product strategy for multiple AI-powered clinical initiatives, partnering with physicians, nurses, Product, and Engineering to define MVPs, prioritize roadmaps, and reduce implementation risk before development.
- Designed and piloted an AI-powered patient readiness experience that engaged **200+ patients**, using research and pilot feedback to shape future investment in patient communication and Epic integration.
- Reimagined image association workflows to address the **top customer-reported barrier** preventing migration from Provation MD to Apex, combining field research, workflow redesign, and AI-assisted concepts to improve physician efficiency.
- Conducted field research across leading health systems to uncover workflow pain points in advanced endoscopy, informing product strategy for AI-assisted documentation, image management, and clinical decision support.
- Facilitated cross-functional workshops with physicians, engineers, product leaders, data scientists, and clinical SMEs to align research priorities, reduce ambiguity, and guide investment decisions across multiple initiatives.

Capital One

Design Strategist, Travel | 08/2022 – 09/2024

- Led discovery for new Business Travel products serving **200,000+ eligible businesses**, translating customer insights into product strategy, service concepts, and roadmap recommendations.
- Facilitated workshops with Product, Engineering, Marketing, and business leadership to align on customer needs, prioritize opportunities, and define future product direction.
- Built service blueprints, journey maps, and opportunity frameworks that uncovered operational gaps and informed strategic investments across the travel experience.
- Conducted interviews, surveys, and concept validation to evaluate new customer experiences and reduce uncertainty before product development.
- Presented recommendations to senior leadership that influenced product prioritization and long-term customer experience strategy.

Product Designer and Researcher, Commercial Bank | 07/2021 – 07/2022

- Led redesign of a centralized commercial banking document experience by simplifying complex workflows across customers, relationship managers, and internal banking teams.
- Conducted customer research and workflow analysis to translate operational challenges into implementation-ready product requirements.
- Designed a scalable document management experience that reduced document retrieval time by **40%** while improving Net Promoter Score from **-11 to 30**.
- Partnered closely with engineering throughout delivery to balance customer needs, business goals, and technical constraints.

Golfi.ai

Lead UX Designer | 10/2019 – 10/2020

- Co-founded an AI-powered golf coaching platform, leading product strategy, customer research, and end-to-end experience design from concept through launch.
- Led iterative usability testing and product validation with more than 100 golfers, using participant feedback to significantly improve the product's usability and overall experience.
- Partnered with engineering to rapidly prototype and refine AI-assisted coaching experiences based on customer feedback.

Education

Bachelor of Science Cognitive Science (HCI), Cum Laude | University of California, San Diego, 2020

Minors: Design & Entrepreneurship + Innovation

Skills and Tools

Design Strategy | Journey Mapping | Service Blueprinting | User Research | Usability Testing | Competitive Analysis | Customer Interviews | Empathy Interviews | Survey Design | Prototyping | Stakeholder Management | Storytelling | Figma | Lucid | UserTesting.com | OptimalSort | Qualtrics | Loveable | Figma Make | LLM | MCP | LoopPanel | Miro | Jira | Dovetail | Confluence