

Ashwini V

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EXPERIENCE

UX/UI Designer at _VOIS

June 2023 - Present

- Led a website migration project from SharePoint 2016 to SharePoint Online, collaborated with engineers and designers to create a visually appealing and user-friendly interface that **increased customer satisfaction by 25% and resulted in a 100% client return rate for additional projects.**
- Streamlined data integration from Excel to DevOps by designing an animated website using Figma and collaborating with engineers to create smooth animations. Conducted over 3 rounds of wireframing, prototyping, and storyboards for a UK client, leading to a **30% increase in customer efficiency.**
- Designed and developed a Power App internal project to capture all the demand opportunities, **this streamlined internal workflow led to a 40% increase in team usage and efficiency.**
- Revamped the company's internal landing page using UX style guides, and design system, by following web design principles. This resulted in a **28% increase in user satisfaction and approval for implementation from team members.**
- Conducted research on design trends and collaborated with a team to create a design library, enhancing client presentations' visual consistency and efficiency. Ensured visual consistency and design across multiple platforms, resulting in a **30% increase in customer satisfaction and a 20% reduction in design time for future projects.**

PERSONAL PROJECTS

- **UX Designer - YouTube Shorts Redesign**
Redesigned YouTube Shorts focusing on accessibility and user engagement by implementing user-centered design principles and crafting visually appealing mockups and prototypes across Android and iOS platforms.
- **UX Designer - CONTICK (Concert Ticket Booking Application)**
Designed a user-friendly and visually engaging mobile app for concert ticket booking using Figma, prioritized clear information architecture and intuitive user flows to ensure a seamless user experience.

SKILLS

- **Technical:** Figma, Adobe XD, Photoshop, HTML & CSS (Basics)
- **Design:** User-Centered Design, Visual Communication, Prototyping, Wireframing, Responsive Web, User Research, Usability Testing, Interaction Design, Information Architecture, Storytelling, Accessibility, User Flows, Design System, Mockups, User Interface, Visual Design.

EDUCATION

Sri Krishna Institute of Technology (SKIT)

Aug 2017 - Aug 2021

Bachelor of Engineering in Information Science

CERTIFICATIONS & AWARDS

- Google User Experience Design Specialization Certification by Coursera May 2024
- Vodafone Star Award by _VOIS December 2023