Ashok K Product Designer

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in ashok-k

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/ SUMMARY

Experienced product designer skilled in user-centric design. Proficient in design tools and passionate about creating intuitive, impactful experiences.

/ WORK EXPERIENCE

Product Designer

Pudding App India (Remote)

Jul 2022 - Present

- Led user research, crafting wireframes, flow diagrams, information architecture and highfidelity prototypes in Figma
- Played a key role in redefining user interfaces for a suite of enterprise software, improving usability score by 20%
- Detailed design documentation was provided to engineering teams to ensure 90% fidelity between design and implemented features.

UX UI Designer

Ordex Technology Solutions Inc (Remote)

Dec 2021 - Jun 2022

- Designed intuitive interfaces that met client needs and enhanced user experience
- Conducted user research and usability testing to inform design decisions, resulting in 40% reduction in user errors
- Designed visually appealing, user-centric interfaces meeting user needs and business goals

UX UI Designer

Panorbit Services LLP

Dec 2020 - Dec 2021

- Implemented user-centered design methodologies to create intuitive user interfaces,
 reducing customer support inquiries by 25%
- Collaborated with cross-functional teams to understand and translate client requirements effective interface designs

/ DESIGN SKILLS

Wireframing | User Research | Interaction Design | User Flows | Visual Design | Web Design | Micro interactions | Prototyping | Responsive Design | Problem Solving | Team Collaboration |

/TOOLS

Figma | Adobe XD | Sketch | Adobe Illustrator | InVision | Miro | Maze | Framer | Rive | Notion

/ EDUCATION

Bachelor of Engineering - Hindusthan College of Engineering