

AASHI JAIN

UX & Graphic Designer | Storyteller

<https://ajdesignnb.github.io/portfolio/>

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📍 Sunnyvale, CA, USA

EDUCATION

**California State University,
Eastbay, Hayward, CA, USA**
MA Interaction Design
& Interactive Art

Aug 2025 - Present

**Srishti Manipal Institute
of Art Design & Technology,
Bangalore, India**
B.Des Visual Communications
& Strategic Branding

2017 - 2021

SKILLS

UX & Design

- User Experience Design
- User Research & Usability Testing
- Information Architecture
- Wireframing & Prototyping
- Design Systems
- Visual & Brand Design
- Interaction Design

Tools

- Notion
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects

Web & Technical

- HTML
- JavaScript
- AutoCAD
- TinkerCAD
- Womp

INTERESTS

Human-Centered Design •
User Experience Strategy •
Grid Systems & Composition •
Data Visualization • Conceptual
Design • Research &
Storytelling • Typography
(Pixel-deep in a serif vs. sans
identity crisis)

WORK EXPERIENCE

Anheuser - Busch InBev
Sr. Graphic Designer

*Sept 2023 - Aug 2025
Bangalore, India*

- Led visual & experiential design for premium global brands including Corona & Hoegaarden, strengthening brand distinction across digital, print, & spatial touchpoints.
- Designed brand systems, custom typography, packaging, and campaign assets aligned with global guidelines and local market needs.
- Conceptualized and executed visual & spatial design for large-scale music festivals (Lollapalooza, Magnetic Fields, Echoes of Earth), enhancing immersive brand experiences.
- Collaborated cross-functionally with marketing, trade, & production teams to deliver integrated campaigns across retail, on-ground, and digital platforms.
- Delivered social media creatives, communication toolkits, & trade marketing assets that improved brand recall and audience engagement.

Amazon
Graphic & UX Designer

*Nov 2021 - Sept 2023
Bangalore, India*

- Designed user-centered experiences for 5+ global marketplaces (EU, UK, AU, IN) across on-site marketing and product surfaces.
- Led user journey mapping, task flows, wireframes, and high-fidelity prototypes to support new feature rollouts.
- Contributed to UPI payments integration on the Amazon app, improving clarity and usability of payment flows.
- Collaborated with product managers, engineers, & researchers to iterate designs based on usability testing and stakeholder feedback.
- Applied UX best practices to improve discoverability, consistency, and conversion across digital experiences.

Crucible Studio
Graphic + UX / UI Design Intern

*Jan 2021 - Mar 2021
Bangalore, India*

Designed high-impact landing pages and visual systems for early-stage startups, leading typography and layout explorations to strengthen product positioning while supporting UX-driven research and iterative design decisions.

Creative Dignity
UX Research & Design Intern

*May 2020 - Jun 2020
Bangalore, India*

Supported social impact initiatives by conducting user research and data mapping with artisan communities, collaborating with cross-functional teams to translate insights into design solutions that promoted economic opportunity and cultural preservation.

