

ASHOK GADDAM

I'm a UI/UX designer based in India. I use Human-centered design to create beautiful user experiences.



<https://ashokdesignes.github.io/resume/>



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Bengaluru, India.

EXPERIENCE

Dec 2019 — Present

Indus Gene Expressions Ltd.

UI/UX Designer

- Conduct user interviews and create persona to easily identify the problems
- Created wireframes and prototypes to share project vision and demonstrate UX Design principles and drive design decisions
- Improves site-wide user experience by analyzing customer behavior, data and monitoring user tests across all digital conversion funnels.
- Improved Imports and exports by 70% by adding slot booking features in the website.
- Created wireframes and prototypes for industrial dashboards.

Apr 2018 — Nov 2018

C4G Automations.

UI/UX Designer

- Designed UI for both mobile app and website.
- Conduct Qualitative and Quantitative analysis for information.
- Created wireframes and prototypes for mobile and website.

Mar 2017 — May 2018

Alpha Techno Ventures India pvt ltd

HVAC Site Engineer

- Worked as Mechanical Engineer.
- Completed 4 projects.

Aug 2016 — Feb 2017

Good Through Software Solutions

Graphic Design Intern

- Learned all essential skills required for Graphic Design
- Completed 2 projects.

EDUCATION

2012 — 2016

Bachelor of Technology in Mechanical Engineering

Sir C.V.Raman Institute of Technology and Sciences. affiliated to Jawaharlal Nehru Technological University, Anantapuramu

Focus area: Mechanical Engineering

HOBBIES

Blogging and SEO is my hobby & I'm a Professional Blogger

Blogs I currently maintained,

www.indianjobupdates.com

www.southlyrics.com

www.Hostpon.com

Focus area: WordPress, blogger.com, SEO.

Creating Design Inspirations.

Youtube channel name: Ashok Designs

SKILLS

UX Design Skills

Human-centered Design

Interviews & Surveys

Information architecture

Contextual inquiry

Thematic analysis

Persona creation

Wireframes and Prototypes

Usability Testing

A/B Testing

Cognitive walkthrough

Heuristic analysis

Tools

Adobe XD, Photoshop, illustrator

Sketch

Balsmiq

Invision

Coding Skills

HTML5 & CSS3

Bootstrap

Java Script

Languages

English

Hindi

Telugu