

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/>



+91 8197097112



ashokdesignes@gmail.com



Bengaluru, India.

EXPERIENCE

Feb 2019 — Present

Indus Gene Expressions Pvt. Ltd.

UI/UX Designer

- 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.
- Worked with developers for website UI development and dashboard development.

Aug 2018 — Jan 2019

Freelancer at C4G Automations.

UI/UX Designer

- Designed UI for both mobile app and website.
- Developed static website using bootstrap.

Mar 2017 — Jul 2018

Alpha Techno Ventures India Pvt Ltd.

HVAC Site Engineer

- Worked as Mechanical Engineer.

Aug 2016 — Feb 2017

Good Through Software Solutions

Graphic design intern

- Learned all the 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.hostpon.com

www.southlyrics.com

Focus area: WordPress, blogger.com, SEO.

Blogging

Creating Design Inspirations.

Youtube channel name: Ashok Designs

Youtube

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

Languages

English

Hindi

Telugu