

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

Jan 2018 — 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.

C4G Automations.

UI/UX Designer

- Conduct Qualitative and Quantitative analysis for information.
- Created wireframes and prototypes for mobile and website.

Jul 2016 — Aug 2017

Kalyani Enterprises Vijayawada

HVAC Site Engineer

- Worked as Mechanical Engineer.
- Completed 2 projects.

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

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.

Blogging

Creating Design Inspirations.

Youtube channel name: Ashok Designs

Youtube