

# 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/cv/>



+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