**CURRICULUM VITAE**

**Ashish Prasad**

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**Overview:**

More than 5 years of experience in the role of a Visual Designer, actively working on the deliverables of more than 4-5 clients at a time. Experience in creating Visual and User Interface Designs for enterprise web and mobile applications in the IT services sector. Completed Master’s Degree from Sinhgad Business School, Pune India with a major in Marketing in July 2018.

**Work Experience:**

**Vidushi Infotech | Visual Designer August 2018 – Till Date**

**Roles & Responsibilities:**

* Handling a team of 3 designers
* Working independently with the clients to fulfill their designing projects.
* Assist project managers in reviewing junior designer drafts to ensure quality.
* Create consistent and user-friendly experience by understanding client use cases and go beyond requirements to come up with design proposals.
* Creating High-Quality design deliverables including concepts, user journey, wireframes, visual design, styles.
* Working with the clients to understand and define their end-to-end customer journey.
* Partner with other delivery team members to better understand & drive customer experience.
* Create back up the design decisions with fundamental principles and research.
* Attending kick off calls on new projects along with project managers.
* Understand technical constraints while implementing the designs and specifications interacted with developers.
* Managing the complete designing process from conceptualizing to the production of implementation of the marketing campaign.
* Involved in requirement gathering, interaction design and UI testing.
* Experience in designing Web & Mobile App UI, Print & Branding Collaterals like newsletters, basic video making & editing and other marketing collaterals and creatives for a digital platform.
* Maintain designing guidelines to provide consistency in branding across each individual device and application.

**QuestionPro | Graphic Designer March 2016 – Sept 2016**

**Discounted Flats | Graphic Designer Sept 2015 – March 2016**

**Vidushi Infotech Pvt. Ltd. | Graphic Designer July 2012 – July 2015**

**Skills:**

Designs

User Interface design, iPhone, iPad, Android, Responsive Design, Wire framing, Animation, Illustration

Tools

Adobe Photoshop, XD, Adobe Illustrator, Adobe After Effects, Adobe Premier Pro, Lightroom, Balsamiq Mockups

**Education:**

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| --- | --- | --- | --- |
| **COURCES** | **INSTITUTION** | **YEAR OF COMPLETION** | **PERCENTAGE** |
| MBA [Marketing] | Singed Business School | July 2018 | 7.6 cgpa |
| B.A [Animation] | MAAC | July 2015 | II Class |
| Higher Secondary | Janta Vidhayalay College | February 2010 | 63.00% |
| Secondary | Carmel Convent School | March 2008 | 78.30% |

**Personal & Additional Information:**

Date of Birth : 10th of July, 1992

Sex : Male

Marital Status : Married

**Declaration:**

I hereby affirm that the above information given by me is true to the best of my knowledge and belief. I will solely be responsible for any flaws found in them.

Ashish Prasad