

Adya Telang

Design is more than just a job; it's a lifestyle

Connect with me

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[Portfolio Link](#)

EXPERIENCE

Proshort AI, Bengaluru — Product Designer

May 2023 - PRESENT

Role: Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences. Bring an in-depth understanding of design patterns across web and mobile. Critical thinking and problem-solving.

Deliveries:

- Redesigned the administration webpage for the company, focusing on accessibility, clarity, and usability across consumption, creation, and administration sections.
- Innovated the creation platform through close collaboration with developers, prioritizing human-centric design principles.
- Utilized generative AI to streamline video production workflows, enhancing the overall experience.
- Crafted an intuitive mobile interface, enabling users effortlessly curate captivating content with artistic finesse in mere moments.
- Currently focused on enhancing the consumption experience tailored for working professionals, curating a space where they find enjoyment and educational value.

Engeniuspark Technologies, Nashik — UI/UX Design Intern

Jan 2023 - May 2023

- Redesigned DesiFarms app for Pune based dairy company with 50 screens. Conducted evaluations, research, and mapping. Leveraging insights from those, refined design iteratively with insights, delivered a polished solution validated via testing.
- Designed an app for individuals working in the finance sector where regular people can hire them and stay up to date with current affairs in the finance world.

EDUCATION

CACD, Pune University — Bachelor of Product Design

June 2017 - June 2021

UID, Karnavati University — Master of Visual Experiential Design

Gold Medalist

June 2021 - June 2023

SKILLS

Software:

Figma

Webflow

Balsamiq

Illustrator

Photoshop

Rhino

Design Skills:

Need identification

User research

Competitive analysis

User testing

Design thinking

Problem solving

Visual design

Ethnographic research

Contextual interviews

Wireframing

Prototyping

System design

Soft Skills:

Creative thinking,

Empathetic,

Analytical approach,

Critical thinking,

Active listening,

Adaptability.

DESIGN PHILOSOPHY

Designing for humans, not just users, my ethos prioritizes satisfaction amidst retention and engagement pressures, addressing modern needs.