



Asha

ASHA ASHOKAN

PRODUCT DESIGNER

I am seeking a position as a Product/UI/UX designer where i can apply, develop and consolidate my skills in design as well as my creativity to produce a unique and quality product

CONTACT

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[ashaashokan.github.io/portfolio](https://github.com/ashaashokan)

dribbble.com/Ashasri

behance.net/ashasri

SKILLS

Figma

Adobe XD

Illustrator

Sketch

Whimsical

Principle

Protopie

Invision

Framer

Photoshop

DESIGN SKILLS

User experiance , Prototyping
Visual design, Design thinking
Wireframing, Interaction design
Logo design, Hand sketch
Marketing/sm design, Illustration
Android / iOS application

WORK EXPERIENCE

PRODUCT DESIGNER

Zoho Corp Dec 2018-Til date

Responsible for brainstorming about the end-user needs and challenges of the new feature. Define the insights from the research to focus on concrete impact and Ideating the needs to solve the user problem. Moving forward I creating user flow, wireframing, prototyping and usability tests. Worked closely with the development team to help in assert sharing and design review after the development.

Apart from product/UX design my passion has always been rooted in sketching so I volunteer for creating the illustrations for the products I worked on.

<https://blog.zoho.com/meeting>

The products i took part at zoho are:

[Meeting](#)

[Writer](#)

[Assist](#)

UI/UX DESIGNER

Doodleblue Mar 2017 - Oct 2018

Understanding the product requirement from the client and apply the PCD process to achieve the goal and ideas by creating user flow, wireframe and prototype. Worked with developer to product

I took major part in designing logo, dashboard, web and Mobile application. branding of the products and support marketing campaign through visual designs.

Some of the product i worked at doodleblue:

[StarHealth](#)

[Tailor me](#)

[Healr](#)

EDUCATION

B.Tech (Information Technology)

KIT, Anna university, affiliated 7.7 CGPA 2010 - 2014

HSC (Mathematics and Science)

St Marys Girls HSC 2010