

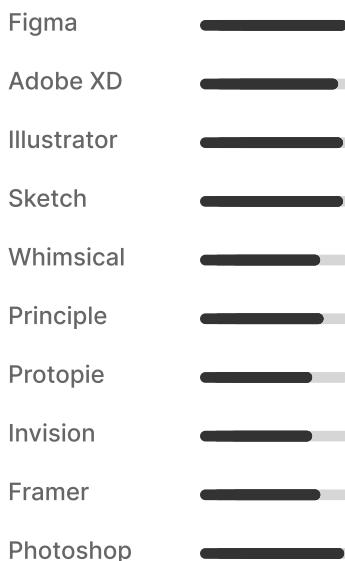
ASHA ASHOKAN

VISUAL DESIGNER

CONTACT

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- Figma@ashaashokan
- Portfolio
- Behance
- Dribbble
- LinkedIn

TECH SKILLS



DESIGN SKILLS

- User experience
- Visual design
- Wireframing
- Logo design
- Web design
- Prototyping
- Design thinking
- Illustration
- Hand sketch
- Mobile apps

EDUCATION

- Bachelor of Engineering
Anna university 2010 - 2014

I am seeking a position as a Product and 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.

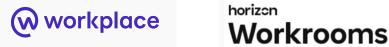
WORK EXPERIENCE

VISUAL DESIGNER

Meta May 2022 - present

As a Visual designer, my core responsibilities for 'Workplace & Workroom 2D' are,

- Contribute to the Design System by creating UI components, patterns, templates and documentation that enable scale and delivery of quality user experiences with shared libraries.
- Worked closely with different stakeholders (UXD, CD, Product management, engineering and Brand studio) to ensure visual design implementation is of the highest standard and define a scalable visual design language across platforms (Web, Desktop, Android and iOS).
- Keen eye for visual design with an ability to ensure built UI surfaces adhere to expected design quality.
- Taking ownership of projects, from concept through to completion and Working across multiple project deadlines.



PRODUCT DESIGNER

Dec 2018 - Mar 2022

Got an opportunity from the world's leading SaaS organisation to completely revamp Zoho Meetings (an online meeting tool) and added extensive feature additions in Zoho Assist and Zoho Writer. Where my role is to brainstorm about the end-user needs and make the application more user friendly and define the insights from the research to focus on concrete impact. Also Ideating the need to solve the user problem.

I create user flows, wireframes, prototypes and usability tests. Works closely with the development team to help in assets and design review after the development. Apart from day to day activities, my passion has always been rooted in sketching. So I volunteered for creating the illustrations for Zoho's blog (<https://blog.zoho.com/meeting>)



UI/UX DESIGNER

Mar 2017 - Nov 2018

Doodleblue being an award-winning startup for best tech consultancy got an opportunity to work on multiple products in different domains like Insurance, E-Commerce, Telecom, Banking, Health, Personal Wellbeing and Mobile Games.

My role is to understand the product requirement from clients and apply the PCD process to achieve the goal and ideas by creating user flow, wireframe and prototype. Worked closely with the clients and developers in various stages during the project cycle.