



ASHA ASHOKAN

PRODUCT DESIGNER

Asha

CONTACT

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Portfolio Dribbble

Behance LinkedIn

TECH SKILLS

Figma

Adobe XD

Illustrator

Sketch

Whimsical

Principle

Protopie

Invision

Framer

Photoshop

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

PRODUCT DESIGNER

Dec 2018 - present

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 - Oct 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.

I took a major part in designing logos, dashboards, web and mobile applications. Also product branding and marketing campaign through visual designs.

