ASHA ASHOKAN

PRODUCT DESIGNER

Asha

CONTACT

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Ｆ Figma@ashaashokan

🌐 Portfolio 　　 Dribbble

Ｂｅ Behance 　　 in LinkedIn

TECH SKILLS

Skill	
Figma	▰▰▰▰▰
Adobe XD	▰▰▰▰
Illustrator	▰▰▰▰
Sketch	▰▰▰▰
Whimsical	▰▰▰
Principle	▰▰▰
Protopie	▰▰▰
Invision	▰▰▰
Framer	▰▰▰
Photoshop	▰▰▰

DESIGN SKILLS

- Creative Design
- Visual Aesthetics
- User-Centric Design
- Time Management
- Brand Alignment
- Design System
- Design thinking
- Illustration
- Hand sketch
- Color Theory

EDUCATION

Bachelor of Engineering

Anna university   2010 - 2014

I am seeking a position as a Product and UI/UX/Visual 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

∞ **Meta**   May 2022 - present

I played a pivotal role in design ecosystem, taking on the responsibility of creating and maintaining comprehensive guidelines, patterns, and components.

I collaborated closely with design, development, and product teams to ensure a unified design language across all our products and platforms.

My work involved meticulous documentation, quality assurance, and the continuous evolution of our design system and to ensure visual design

implementation is of the highest standard and define a scalable visual design language across platforms (Web, Desktop, Android and iOS).

Taking ownership of projects, from concept through to completion and Working across multiple project deadlines.

Additionally, I provided training and support to our internal teams, enforced adherence to design standards, and integrated user feedback to optimise the user experience

[ⓦ workplace] [horizon Workrooms]

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.

[⬡ Meeting] [📝 Writer] [◈ Assist]

UI/UX DESIGNER

d◇◇dleblue 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