Asha

Product Designer

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Experience

Product designer
Meta
May 2022 – Dec 2023

Ownership of projects, from concept through to completion, I worked across multiple project deadlines. Additionally, I actively participated in the end-to-end process of improving the user experience for mobile platforms. This included thorough analysis, strategic planning, and seamless collaboration with cross-functional teams to implement enhancements that optimised the overall user journey.
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).
I provided training and support to our internal teams, enforced adherence to design standards, and integrated user feedback to optimise the user experience

Product Designer
Zoho Corp
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.

UI/UX Designer
Doodleblue
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

Skills

User Experience

User Interface · Visual Design

Design Thinking · User research

Design System · Wire framing

Prototyping · Accessibility

Usability Testing · Logo Design

Web Design · Mobile Design

Colour Theory · HTML & CSS

Information Architecture

Tools

Figma · Miro · Framer

Notion · Zeplin · ProtoPie

Illustrator · VS Code · Maze

Jira · Sketch

Education

Bachelor of Technology
Anna University 2010 - 2014