Ashish sen *Website , UI and Graphic Designer*

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🌐 About

Turning Creative Idea Into Designs That Drives Results
Creative and detail-oriented **UI Developer & Designer** with 4+ years of experience in website design, UI/UX, and graphic design. Expert in creating responsive interfaces, intuitive user journeys, and visually strong digital experiences using **HTML, CSS, JavaScript, Figma, Framer, and Canva.**As a designer, I break down complex user experience challenges to create integrity-focused solutions that connect and resonate with billions of people.

Web Design | Graphics Design | UI/UX Design

💼 Professional Experience

Website UI & Graphic Designer, Gems Essence Pvt Ltd   2023 – Present
As a Web, Graphics, and UI/UX Designer, I was responsible for   INDORE
designing and delivering high-quality digital experiences. My role
involved combining creativity and technical skills to create user-
centric designs for websites, applications, and marketing materials.

Website and Graphic Designer, Leeway softech Pvt Ltd.   2021 – 2023
As a Web and Graphics Designer, I was responsible for creating   Bhavnagar (Gujrat)
visually engaging and functional designs that supported the
company's online presence and marketing initiatives. My role
required a blend of creativity, technical expertise, and an
understanding of user behavior to deliver impactful design solutions.

🧠 Tools

`HTML` `CSS` `JS` `JQUERY` `FIGMA` `CANVA`

`ADOBE ILLUSTRATOR` `FRAMER`

`Web Design | Graphics Design | UI/UX Design`

🎓 Education

IITM Gwalior, Graduation   07/2012 – 12/2016
CGPA 6.5   Gwalior

🎸 Interests

Video Editing

I enjoy creating engaging videos using transitions, sound design, and motion graphics. This hobby helps me stay creative, improves my storytelling skills, and keeps me updated with new editing tools and trends.

content writing

I enjoy writing engaging and informative content, which helps improve my creativity, communication skills, and ability to express ideas clearly.

📁 Projects

Richardson   2023 – Present

Website Designer — Richardson *2024 – Present*
- Designed and built high-fidelity UI layouts with Figma, creating responsive designs for multiple breakpoints.
- Developed interactive design components (navigation, forms, content modules) in collaboration with front-end engineers.
- Maintained design consistency via a design system / UI kit.
- Delivered graphics and icons based on Richardson's brand look & feel, using Canva and Figma.
- Worked cross-functionally with product, marketing, and content teams to ens

PURE PANI ⬈   2023 – Present

ure Pani – Water Delivery Website
Website: purepani.in ⬈
Role: UI/UX Designer • Front-End Developer • Graphics Designer
Duration: (Add your timeline)
Description: Designed and developed the **Pure Pani** website completely from scratch. I handled the entire end-to-end process including UI/UX design, front-end development, branding, and image/asset creation.
Key Contributions:
- Designed the full **UI/UX** layout from wireframes to final visuals.
- Developed the website using **HTML, CSS, and JavaScript** with clean, responsive code.
- Created all **graphics, icons, banners, and images** used on the website.
- Managed website **content, updates, hosting, and performance** optimization.

- Ensured a **brand-consistent look** with a modern, clean, and user-friendly experience.
- Integrated **mobile-first** responsive design for smooth browsing.

SIMPLE DAIRY   2023 – Present
UI/UX Designer & Website Designer — Simple Dairy *2023 – Present*
- Lead designer for the entire **SimpleDairy.com** ⧉ platform, responsible for creating the complete UI/UX for web, mobile, and dashboard interfaces.
- Designed a clean, modern, dairy-industry-focused interface that improves user navigation, order flow, and product visibility.
- Built all website layouts, landing pages, feature pages, and promotional sections using **Figma**, maintaining a consistent design system and visual identity.
- Developed responsive web pages using **HTML, CSS & JavaScript**, ensuring fast performance and mobile-first design.
- Created brand-specific graphics, icons, and illustrations that align with Simple Dairy's identity.
- Conducted UX research, user flow mapping, and wireframing to improve usability and customer journey.
- Collaborated with business owners, marketing teams, and developers to implement a high-quality digital experience.
- Managed continuous design updates,

Beastcrm   04/2025
UI/UX Designer — BeastCRM Web Application *2024 – Present*
- Designed the complete UI for the **BeastCRM** web application, including login screens, dashboards, lead management pages, workflow screens, and user controls.
- Created modern, minimal, and highly functional layouts in **Figma**, ensuring a clean hierarchy, easy navigation, and improved user productivity.
- Developed user flows, wireframes, and high-fidelity mockups tailored for CRM users such as sales teams, managers, and business owners.
- Built a modular **design system** with reusable components (buttons, inputs, tables, cards, forms), ensuring scalability for future updates.
- Ensured responsive design across all breakpoints: desktop-first dashboard, tablet views, and mobile layouts.
- Collaborated with product owners and developers to ensure seamless design-to-development handoff.
- Improved UI clarity and usability by simplifying workflows, reducing clutter, and creating intuitive interactions.