# Ashwini Akre

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## Experience

**Sparklin / UX Design - Intern** / Remote · Aug - Nov 2023

- Revamped the website and app for the ICICI NIRVANA in alignment of all adaptations.
- Played a pivotal role in establishing the design system - 2 for ICICI NIRVANA.
- Coordinated with the team, successfully delivered 4+ flows and 20+ modules of landing and internal screens, contributing significantly to the revamping of 65% of ongoing projects.
- Engaged design level-ups, completed training sessions, and implemented design tips featured on the sparklin page.

**StoryYell / UX Design - Intern** / Pune · Jun - Jul 2022

- Informed Educational website design through user research, achieving 30% effectiveness.
- Collaborated with cross-functional teams, including developers, designers, managers, clients, and stakeholders, to ensure project success.
- Conceptualized a new website interface and introduced service features, resulting in a 10% increase in user satisfaction scores.
- Conducted usability testing and analysis on existing designs, identifying and resolving critical user pain points.

**S.D.S / Architecture Design - Full time** / Pune · Jun - Dec 2022

- Worked on strategic thinking design for 14 projects encompassing residential, commercial, resort, and government spaces.
- Managed site work and effectively engaged stakeholders, clients, and workers to ensure project success.
- Developed and expanded soft skills through various client discussions and presentations, fostering strong relationships for future collaboration

## Education

**Visvesvaraya National Institute of Technology** / Nagpur · Jul 2018 - May 2023

Bachelor of Architecture and Planning + GPA 8.1

## Certification

**UI/UX Designing & Learning by Kaarwan** / Remote · Jul 2021

Developed a mega project - Tripofy, in a span of 5 weeks.

## Toolkit

| Deign Thinking | Prototyping | Research | Etc. |
| --- | --- | --- | --- |
| UI/UX Design | Figma | User Research | Empathy Mapping |
| UX Sketching | Illustrator | User Personas | User Personas |
| Interaction Design | Wireframing | User Testing | Competitor Analysis |
| Visual Design | Rapid Prototyping | Heuristic Evaluations | User Interviews |