

Aaqib Uddin Hashmi

+91-9340809778 | aaqibuddinhashmi@gmail.com | [LinkedIn](#) | [Behance](#)

SUMMARY

Aaqib Uddin Hashmi is a skilled UX design professional specialising in user research, visual design, prototyping, and branding. Proficient in Canva, Figma, Adobe Creative Suite, and Sketch. Experience includes roles at IIT Delhi and as a freelancer, with a Master's in User Experience Design from DIT University. Strong soft skills in design thinking, empathy, and problem-solving. Passionate about improving user experiences and driving innovation in digital design.

SKILLS

- **Technical Skills:** User Research, Ethnographic Research, Information Design, Visual Design, Usability Testing, Prototyping, Accessibility Design, Branding, User Interaction.
- **Soft Skills:** Design Thinking, Empathy, Driven, Strategic Reasoning, Problem-solving orientation
- **Softwares:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Sketch, Canva.

EXPERIENCE

UI/UX Design and Facilitator

Oct '23 – July '24

IIT Delhi

- Facilitated user interaction and experience design improvements, resulting in a 30% increase in user feedback quality.
- Enhanced the curriculum of Class 11 & 12 by integrating interactive digital elements, optimising user experience for students and educators.
- Enhanced educational content with interactive elements, improving user engagement metrics by 15%.
- Conducted user research that identified critical pain points, informing design decisions and reducing bounce rates by 10%.

UI/UX Designer

Aug '22 – Sep '23

Ezy Foodz

- Led packaging and branding redesign, achieving a 20% increase in brand recognition and a 30% rise in customer engagement.
- Collaborated with stakeholders to understand project requirements and translate them into innovative design solutions.
- Developed prototypes and mockups that streamlined user journeys, contributing to a 25% increase in platform usability metrics.

Site Engineer

Dec '20 – May '21

Bansal Group Pvt. Ltd.

- Gained practical experience in project management and quality control, contributing to the successful completion of civil engineering projects.
- Assisted in site inspections, measurements, and documentation, ensuring compliance with industry standards and regulations.

EDUCATION

Master of Design in User Experience

DIT University, Dehradun

CGPA: 8.77/10

July '22- May '24

Bachelor of Technology in Civil Engineering

RGPV, Bhopal

CGPA: 7.2/10

July '17 -May'21

RECOMMENDATION

Dr. Jyoti Kumar

HOD- Department of Design

IIT Delhi

jyoti@design.iitd.ac.in