




# Devansh Hasija

## UX/UI Designer

hdevansh@gmail.com

(+91) 886 034 7631

### Personal Website

www.hasija.in 

## EDUCATION

### Pearl Academy

UG Diploma Communication Design | 2024

Relevant Coursework: UX/UI Design

Merit scholarship in 1<sup>st</sup> Year

### N.I.O.S.

12th | PCM | June 2020

### Ryan International School

10th | May 2017

## SKILLS

User Research

Heuristic Evaluation

User Flows

Rapid Prototyping

Interviews & Surveys

A/B Testing

Motion Design

Responsive Design

## TOOLS

Adobe Creative Suite

HTML/CSS

Figma

Blender

Webflow

Lens Studio

Spline

Lottie

## POSITION OF RESPONSIBILITY

### Class Representative

Pearl Portfolio | Pearl Academy | 2022

Spearheaded the creation of an interactive touchscreen booth, showcasing a diverse library of Pearl's most innovative UX design projects.

### Head of Layout and Design

RYLMUN | 2016-2022

### Technical Support

Editorial Board | Ryan Intl. School | 2017-18

## ACCOLADES

### Academic Excellence Award

Pearl Academy | 2023

### 7 x Techno-Savvy Award

Ryan Intl. School | 2010, 2012, 2015-19

### First Prize Digi Movie

Evolve'15 by DAV Public School | 2015

## WORK EXPERIENCE

### SabkoInternMilega

Product Designer | Full Time | Remote

Sep 2023 - Present

Bootstrapped D2C startup, connecting talent with top startups, with \$10K ARR and 50K+ Digital Reach.

- Designed and developed a user-centric website featuring intuitive navigation, responsive UI, and personalized user profiles to enhance the overall user experience.
- Implemented features, such as real-time collaboration tools and seamless integration with social platforms, to foster user engagement and community building on the website.

### Hex Business Innovations

UX/UI Designer | Intern | On-site

June 2021 - Present

A funded deeptech SaaS startup, optimizing MSMEs with technology solutions, with \$1M ARR and 120+ employees.

- Reported directly under Product Manager to build information architecture, wireframes, and user interface designs for various products.
- Conceived and developed Tickets feature to help 750+ small scale business owners track their employee workflows and monitor performance.

### Cryptocase (now mysticlabs.ai)

UX/UI Designer | Intern | On-site

June 2022 - Sep 2022

A funded fintech startup, simplifying retail investment strategies through basket investments for optimal returns. Failed to find market fit.

- Oversaw the end-to-end design process, from wireframing and prototyping to the final implementation of a visually compelling and user-centric product.
- Implemented a user-centric redesign of the onboarding process, reducing user friction and improving task completion rates by 35%, positively impacting user adoption.

## ENTREPRENEURIAL VENTURES/ PROJECTS

### IdolPanda

Founding Team | Part Time

July 2020 - Present

A design studio meeting the growing needs of MSMEs looking to improve their design, UI/UX, and web development services.

- Managed a team of 12 video editors, graphic designers, developers and sales to generate leads.
- Worked with clients across 5 countries generating over \$15,000 in revenue, growing at more than 18% Month-on-Month.

### Ticketing System

Design Lead | Pearl Utsav | Pearl Academy

July 2022

Engineered and implemented a mobile-only ticketing system for Pearl Utsav college fest, featuring a self-destructive scan mechanism to prevent unauthorized entries and ticket fraud.

This system surpassed the previous season's performance, evidenced by a 20% increase in ticket sales and a 10% decrease in reported fraud incidents.

