

# Ishad Pande

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## WORK EXPERIENCE

<b>Freelance Design Consultant</b> Genius Champs Academy	May 2024 — Present <i>Nagpur, India</i>
<ul style="list-style-type: none"><li>Redefined and standardized the brand identity by redesigning over 7 core brand elements, ensuring a consistent visual language across all company assets.</li><li>Developed and delivered 30+ on-brand digital assets to reinforce a cohesive and powerful brand presence.</li><li>Improved the in-person customer onboarding experience by creating a suite of visual aids and clear documentation, resulting in a simpler and more welcoming process for new members.</li></ul>	

  

<b>Design Lead</b> Google Developer Group On Campus, GCOEN	Jun 2024 — Jun 2025 <i>Nagpur, India</i>
<ul style="list-style-type: none"><li>Established a brand identity for a new committee by directing a team of 5 designers.</li><li>Directed end-to-end branding for 10+ events, including the college's inaugural hackathon.</li><li>Built participant trust for the hackathon by delivering 10+ consistent visual assets.</li><li>Designed and launched a centralized website to provide a single point of contact for all activities.</li></ul>	

## PROJECTS

<b>Product Designer</b> , Revamping Printhub for Efficiency ( <a href="https://behance.net/gallery/239087477/Printhub">behance.net/gallery/239087477/Printhub</a> )	Sep 2025 — Oct 2025
<ul style="list-style-type: none"><li>Optimized configuration workflows to reduce time-on-task by 30%, directly impacting user efficiency metrics.</li><li>Synthesized insights from 5+ user interviews to diagnose and resolve critical friction points.</li><li>Standardized the visual language by designing 20+ UI elements, ensuring consistency across 10+ screens.</li><li>Documented a comprehensive design system to facilitate smooth developer handoff and implementation.</li><li>Executed comparative usability testing on 2 distinct prototypes to drive data-backed design decisions.</li></ul>	
<b>Product Designer</b> , Enhancing YouTube Search ( <a href="https://behance.net/gallery/232680953/Youtube">behance.net/gallery/232680953/Youtube</a> )	Jun 2025 — Aug 2025
<ul style="list-style-type: none"><li>Formulated design hypotheses to reduce decision fatigue, implementing an intent-driven query system.</li><li>Audited existing flows and conducted qualitative research with 7+ users to validate discovery pain points.</li><li>Architected 10+ critical UI components using visual design foundations to enhance clarity across 4 screens.</li><li>Iterated on high-fidelity prototypes 3+ times, incorporating feedback from usability testing to refine interactions.</li><li>Validated a 70% uplift in user satisfaction metrics, demonstrating tangible business impact and value creation.</li></ul>	

## EDUCATION

<b>Government College of Engineering</b> <i>Bachelor of Technology, Computer Science and Engineering</i>	Nov 2022 — Jun 2026 <i>Nagpur, India</i>
<ul style="list-style-type: none"><li>Cumulative GPA: 7.75 (As of 7th Semester)</li></ul>	

## CERTIFICATIONS

<b>UX Gym</b> , UX Gym by UX Anudeep	Aug 2025
<b>Enterprise Design Thinking Practitioner</b> , IBM	Sep 2024
<b>User Experience Design Fundamentals</b> , IBM	Mar 2024
<b>Responsive Web Design</b> , FreeCodeCamp	Apr 2023

## SKILLS

- Tools:** Figma, Adobe Photoshop, Adobe After Effects, FigJam
- Programming Languages:** JavaScript, Python, C/C++, HTML/CSS, Java, Bash, ReactJS
- Technologies:** NextJS, Tailwind CSS, Git, UNIX