

Ishad Pande

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WORK EXPERIENCE

Freelance Design Consultant

May 2024 — Present

Genius Champs Academy

Nagpur, India

- Redefined and standardized the brand identity by redesigning over 7 core brand elements, ensuring a consistent visual language across all company assets.
- Developed and delivered 30+ on-brand digital assets to reinforce a cohesive and powerful brand presence.
- 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.

Design Lead

Jun 2024 — Jun 2025

Google Developer Group On Campus, GCOEN

Nagpur, India

- Established a brand identity for a new committee by directing a team of 5 designers.
- Directed end-to-end branding for 10+ events, including the college's inaugural hackathon.
- Built participant trust for the hackathon by delivering 10+ consistent visual assets.
- Designed and launched a centralized website to provide a single point of contact for all activities.

PROJECTS

Product Designer, Revamping Printhub for Efficiency ([behance.net/gallery/239087477/Printhub](https://www.behance.net/gallery/239087477/Printhub)) Sep 2025 — Oct 2025

- Optimized configuration workflows to reduce time-on-task by 30%, directly impacting user efficiency metrics.
- Synthesized insights from 5+ user interviews to diagnose and resolve critical friction points.
- Standardized the visual language by designing 20+ UI elements, ensuring consistency across 10+ screens.
- Documented a comprehensive design system to facilitate smooth developer handoff and implementation.
- Executed comparative usability testing on 2 distinct prototypes to drive data-backed design decisions.

Product Designer, Enhancing YouTube Search ([behance.net/gallery/232680953/YouTube](https://www.behance.net/gallery/232680953/YouTube))

Jun 2025 — Aug 2025

- Formulated design hypotheses to reduce decision fatigue, implementing an intent-driven query system.
- Audited existing flows and conducted qualitative research with 7+ users to validate discovery pain points.
- Architected 10+ critical UI components using visual design foundations to enhance clarity across 4 screens.
- Iterated on high-fidelity prototypes 3+ times, incorporating feedback from usability testing to refine interactions.
- Validated a 70% uplift in user satisfaction metrics, demonstrating tangible business impact and value creation.

EDUCATION

Government College of Engineering

Nov 2022 — Jun 2026

Bachelor of Technology, Computer Science and Engineering

Nagpur, India

- Cumulative GPA: 7.75 (As of 7th Semester)

CERTIFICATIONS

UX Gym, UX Gym by UX Anudeep

Aug 2025

Enterprise Design Thinking Practitioner, IBM

Sep 2024

User Experience Design Fundamentals, IBM

Mar 2024

Responsive Web Design, 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