

M. AASHISH CHANDRA

UX UI and Brand Designer

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[Portfolio Link](#)

Experience

UX/UI & Brand Designer

MAI Labs Pvt. Ltd. • March 2023 - Present

- Delivered 9+ Web3 products, immersive experiences, and tokenization platforms by collaborating with stakeholders, developers, and PMs, ensuring innovative solutions resulting in 26% improvement in product delivery timelines and alignment with emerging technologies.
- Streamlined design processes and established 3+ comprehensive brand guidelines and design systems resulting in enhanced efficiency and consistency across products, while overseeing project lifecycle management from initiation to closure.
- Utilized data-driven decision-making and human-centered design principles to shape the company's UX strategy, increasing user engagement by 20% and aligning product designs with market trends.
- Created motion design videos to effectively explain the functionality of services, enhancing user understanding and engagement.

UX/UI Designer & Developer

Alpha Networks Global • Sep 2022 - Mar 2023

- Delivered projects such as Domain Service Provider, Web Hosting, and HR Management Systems, aligning user experience with business goals to enhance user satisfaction and engagement.
- Gathered client requirements, designed UI screens, and presented UX concepts to stakeholders for feedback, ensuring designs met both user needs and business objectives.
- Collaborated closely with the development team to implement design vision using technologies like ReactJS, TypeScript, HTML, and CSS, ensuring seamless integration and high-quality user interfaces.

UX/UI & Graphic Designer

Navayuga Infotech Pvt. Ltd. • Feb 2021 - Sep 2022

- Increased the company websites' visit by 23% - 38% by redesigning their websites to adapt to mobile devices and incorporate modern aesthetics.
- Secured new clients (FRAP, COPT and HMWSSB) for the company by showcasing redesigned website, which impressed the client with its modern aesthetics and improved user experience leading to increased business opportunities.

UX/UI Designer & Developer

Freelancer • Jun 2020 - Jan 2021

- Designed a range of web and app interfaces, wireframes, qualitative and quantitative research along with high fidelity prototypes, competitor analysis, A/B testing, persona creation, and UX strategy.
- Developed various websites and management systems using web technologies.



Summary

Experienced in helping businesses define and bring to life their unique brand identity through intuitive UX/UI design and visual branding solutions, with over **4 years of experience**.

Skills

Design

User Experience, User Interface, Interaction Design, Information Architecture, Prototyping, Visual Design, Wireframing, User Research, Usability Testing, Design System, Responsive Web and App Design.

Software

Figma, Adobe XD, Photoshop, Illustrator, Blender, After Effects, Lightroom, DaVinci Resolve, Premiere Pro.

Visual Design

Graphic Design, Branding, Typography, Color Theory, Mockups and Visual Composition.

Technical

HTML, CSS, JavaScript.

Others

3D Modeling, Cinematic & Product Animation, Video Editing, Cross-Functional Collaboration and Communication, Human Centered-Approach, Provide and Solicit Feedback.

Education

B.Tech in Computer Science Engineering

Visvesvaraya College of Engg. & Tech.

2022

Diploma in Computer Science Engineering

Sri Indu Institute of Engg. & Tech.

2019

SSC (10th)

Dilsukhnagar Public School

2016