

Aashay Sunil Dedhia

Senior UX UI Designer | Product Designer

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Location: Mumbai / Remote

ABOUT ME

Highly motivated UX/UI Designer with **4+ years** of experience. I'm passionate about translating user needs into **intuitive and engaging interfaces**, leveraging my experience across various sectors like **FinTech, EdTech, FMCG, etc** to design creative solutions that **push the boundaries** for **exceptional user experiences**.

My design philosophy emphasises **user-centricity**, ensuring users feel **empowered and satisfied** throughout their interactions with the product.

EXPERIENCE

Spinach Studios, Mumbai — Senior UX Designer

MARCH 2021 - APRIL 2024 (**3+ yrs**)

Worked as a Senior UX Designer, driving seamless mobile & web experiences for a diverse clientele including Prudential, Pine Labs, Club Mahindra, Ring, PM School, and Treebo. My expertise lies in product thinking, conceptualisation, feature mapping, and the full UX design spectrum.

FoodReady, U.S. (Remote) — Senior UX UI Designer

FEBRUARY 2020 - FEBRUARY 2021 (**1 yrs**)

As the sole designer, I identified user/leadership needs and pain points, built 100+ screens, and iteratively improved the Food Safety/HACCP UX. Delivered low/hi-fi mockups, and managed dev handoffs & prototypes.

Freelancer, Remote — UX UI Designer

AUGUST 2019 - FEBRUARY 2020 (**7 mos**)

Freelanced as a UX designer for stealth startup, built user flow & wireframes (from scratch), empowering professionals to monetise in their free time.

EDUCATION

DesignBoat School of UX Design — UX UI Designer

FEBRUARY 2020 - AUGUST 2020

Welingkar, Mumbai — PGDM Project Management - IT

OCTOBER 2019 - OCTOBER 2021

DJ Sanghvi College, Mumbai — BE in Chemical Engineering

JUNE 2013 - MAY 2016

SKILLS

User Research
Information Architecture
Interaction Design
Visual Design
Prototyping
Usability Testing
User Persona
Wireframing
Design System
Customer Journey Map
A/B Testing
Responsive Design

TOOLS

Figma
Adobe XD
Sketch
Canva
Invision
Zeplin
Miro
WebFlow
Asana
Zero Height
Jira
Rotato
ChatGPT
Sketching
Heuristic Evaluation

LANGUAGES

English, Hindi, Gujarati,
Kutchi