Aashay Sunil Dedhia

Senior UX UI Designer | Product Designer

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Portfolio: @aashaydedhia
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