

# Avanish Kumar Dwivedi

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Portfolio: <https://avanishdwivedi-portfolio.netlify.app/>

Product Designer | UI/UX Designer | Figma | User Research | Interaction Design

## Professional Summary

Product Designer specializing in user-centered design, interaction design, and data-driven product strategy. Experienced in leading end-to-end product design processes including user research, wireframing, prototyping, usability testing, and design systems. Focused on improving conversion, engagement, and retention through measurable UX improvements.

## Skills

- Design & Prototyping: Figma, Adobe XD, Wireframing, High-Fidelity Design, Interactive Prototyping
- Product & UX: User Research, User Flows, Information Architecture, Design Thinking, Usability Testing, Accessibility (WCAG)
- Product Thinking: Product Strategy, MVP Design, A/B Testing, Conversion Optimization, User Engagement, Retention Metrics
- Research Methods: User Interviews, Surveys, Competitive Analysis, Persona Creation, Journey Mapping
- Tools: Figma, Miro, Notion, Google Analytics, Hotjar
- Technical: HTML, CSS, JavaScript, Responsive Design
- Collaboration: Agile, Jira, Cross-functional teamwork, Stakeholder Communication

## Experience

### UI/UX & Product Designer || Inadev India Pvt. Ltd., Noida

Sept 2025 – Feb 2026

- Led end-to-end product design for web and mobile applications, from user research to high-fidelity prototypes.
- Conducted user interviews, usability testing, and competitive analysis to identify key product improvements.
- Designed user flows, information architecture, wireframes, and interactive prototypes using Figma.
- Built and maintained scalable design systems to ensure consistency across multiple product features.

### UX Researcher & Product designer || QSpiders, Noida

Jun 2025 – Sept 2025

- Designed wireframes and high-fidelity interfaces for web and mobile design projects.
- Assisted in user research, persona creation, and user journey mapping.
- Conducted usability testing and iterated designs based on user feedback.
- Worked on responsive layouts and accessibility best practices.
- Collaborated with mentors and developers to understand product requirements and design implementation.

## Projects

### E-Commerce Product Redesign

- Conducted user research and redesigned product discovery and checkout flow, improving task completion by 25%.
- Created user flows, information architecture, and high-fidelity responsive prototypes in Figma.

### Mobile App Onboarding Optimization

- Analyzed user drop-off points and simplified onboarding process.
- Simplified onboarding flow to improve user activation and reduce drop-offs.

## Certification

- MindLuster : Developing Frontend
- \_VOIS (Vodafone Idea Foundation): Data Collection Using Sensors
- \_VOIS (Vodafone Idea Foundation): Intro to Cloud Computing

Feb - 23

April - 23

Aug - 23

## Education

- Galgotias University: B.Tech CSE-(AIML) | CGPA: 8.0

2021-2025