

ASHWIN ANANDANI

DESIGNER · INSTRUCTOR · MAKER

✉ ashwin.anandani@gmail.com 🌐 <http://ashportfolio.github.io> 📍 Hong Kong



EXPERIENCE

MULTIDISCIPLINARY DESIGNER

Ministry of Hearts, Limited (Self-Employed)

AUG 2016 - PRESENT HONG KONG

Freelance multidisciplinary designer with monthly turnover over HK\$40,000 with clients in packaging, print, user interface, user experience, and startup consulting

Notable creations include chatbots (with AI), one-tap payment systems, tech-based weight loss programmes, efficiency algorithms, and large-scale event works

Developed haptic UI and UX documentation for wearable devices and O2O apps

Frequent mentor & design consultant for startups in fashion, fitness, and cleantech

GUEST LECTURER FOR ART4217: ADVANCED DIGITAL APPLICATIONS

Education University of Hong Kong

JAN 2017 - JUN 2017 HONG KONG

Created and taught lesson plans for 13-week course on Print media, packaging design, and hybrid web app development for group of 15 3rd-year B. Ed students

HEAD OF DESIGN & LEAD INSTRUCTOR

BSD Code & Design Academy

APR 2015 - JUL '16 HONG KONG & BANGKOK

Created curriculum for Front-End Development, Adobe Design Suite, Design Thinking, and WordPress for global code & design academy.

Taught design, development, and digital marketing courses for brands, working professionals, career switchers, and kids (over HK\$450K/year).

Developed new course structures, assisted in digital marketing, and helped run the business day-to-day (including hiring, expansion, and strategy).

MANAGING PARTNER & DESIGN LEAD

On-Off Design & Technology

JAN 2014 - JAN '15 HONG KONG

Managed team of 3 in building web & hybrid apps for Seed and Series A startups in the app, web, cleantech, and wearable industries. Monthly turnover HK\$400K+

Designed & developed web app to tackle domestic helper abuse in HK ('FairMaid')

LEAD UX DESIGNER

Maximum EMG

MAR 2013 - DEC '14 HONG KONG & SHANGHAI

Designed and led development of multiple employee on-boarding systems for Fortune 500s to improve organisational efficiency and employee performance

Coded clickable prototypes in jQuery, including gamified gyroscope-based virtual tour for Barclay's as part of large-scale targeted advertising campaign

UX LEAD / CREATIVE DIRECTOR

RewardMe iPad App

APR 2011 - JAN '13 SAN FRANCISCO, CA

Designed process flows, feature maps, user interfaces, and completed basic front-end development for in-store iOS-based loyalty programme iPad apps.

Created "1-tap" UX process for paying in-store with credit card through our app.

DESIGNER/FOUNDER

HydroCircuit Water Recycling Shower

FEB 2010 - SEP '11 CHICAGO, IL & SAN FRANCISCO, CA

Designed and proposed conceptual water-recycling shower system for university design competition. Failed after US\$35,000 in seed funding and six prototypes.

PERSONAL PROJECTS

KALEIDO CLUTCHES

Kickstarter Campaign

Minimalist leather clutches with self-sourced traditional Japanese fabrics along the insides (handmade by me).

YouTube: "kaleido clutches"

UTO MESSENGER BAGS

Leather accessories brand

An affordable-luxury men's leather accessories brand created by using user research to design better bags.

UtoBags.com

CATARACT INTERNATIONAL

Autonomous Cataract Clinic and NGO

Cataract and glaucoma clinic in Accra, Ghana started by a small group of students during university.

LinkedIn: "CatarACT International"

EDUCATION

B. A. ECONOMICS

Northwestern University

AUG 2007 - APR '11

CERT. PRODUCT DESIGN

Siegel Institute of Design

JAN 2010 - APR '11

SKILLS

Illustrator	●	●	●	●	●
Photoshop	●	●	●	●	●
InDesign	●	●	●	○	○
Axure	●	●	●	●	●
HTML5	●	●	●	●	●
CSS3	●	●	●	●	○
Wordpress	●	●	●	●	○
JS/jQuery	●	●	●	○	○
Public Speaking	●	●	●	●	●
Instruction	●	●	●	●	○
Operations / Mgmt	●	●	●	●	○
E-Commerce	●	●	●	●	○
User Research	●	●	●	●	●

REFERENCES

Nickey Khemchandani
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