ASHWINI AKRE

UI/UX Designer | Product Designer

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https://ashwiniakre.github.io/portfolio/

WORK EXPERIENCE

StoryYell   **Pune, Maharashtra**
UI/UX Designer, Intern   *June 2022 - July 2022*

- Informed Educational website design through user research, achieving **30% improved effectiveness.**
- Collaborated with cross-functional teams, including developers, designers, managers, clients, and stakeholders, to ensure project success.
- Conceptualized and designed a new website interface and introduced service features, resulting in a **20% increase in user satisfaction scores.**
- Conducted usability testing and analysis on existing designs, identifying and resolving critical user pain points.
- Achieved a **10% increase in conversion rate** through the implemented design improvements.

Design Internship   **Pune, Maharashtra**
Architect, Full Time   *June 2022 - Dec 2022*

- Worked on strategic thinking design for **14 projects** encompassing **residential, commercial, resort, and government spaces.**
- Managed site work and effectively engaged stakeholders, clients, and workers to ensure project success.
- Developed and expanded soft skills through various client discussions and presentations, fostering strong relationships for future collaboration.

EDUCATION

Visvesvaraya National Institute of Technology,Nagpur   *July 2018 - May 2023*
Bachelor of Architecture and Planning
GPA - **8.11**

SKILLS

- **Tools**: Figma, html, CSS, Illustrator, Photoshop, Notion
- **Design**: Storyboarding, Information Architecture,Personas, SiteMaps,UX Sketching, Wireframing, Prototyping, Conceptual Design, Moodboarding, Ideation, Usability testing, Validation.
- **Research**: Surveys, User Interviews, Desk/Secondary Research, Empathy Map, Competitive Analysis, User flow, On-site Assessment, Human-centered Solution finding approach.

CERTIFICATIONS

- *"UI/UX Designing & Learning"* by Kaarwan.   *2022*
- International Design Competition of *Fashion Meets Architecture* by Archdais   *2020*

EXTRA CURRICULAR

- Core Coordinator of Cultural Event Aarohi ,Vnit. Arbitrated sponsorship deals of 50k and worked with 30 organizers in the creative team.
- Event Manager of Technical Festival Devise Axis ,Vnit. Organized 6 events and Seminar
- Enthusiastic about painting, and actively involved in organizing fundraisers and community outreach programs.