Ashwin Raj

UI/UX Designer | Product Thinker | Interaction Design

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PROFESSIONAL SUMMARY

UX Designer with 1+ years of experience across startups, agencies, and research-backed internships. Passionate about simplifying messy systems into clean, human-first experiences. Skilled in mobile-first design, interaction models, usability testing, and building intuitive flows that scale. Believes great design isn't loud — it just works, even when no one's looking.

EDUCATION

Lovely Professional University   *2022 2026*
  • Bachelor Of Design - User Experience Design

SKILLS

UX Skills: User Research · Information Architecture · Wireframing · Prototyping · Usability Testing · Accessibility Design ·

UI Design & Systems: High-Fidelity Design · Mobile-First Design · Design Systems · Interaction Design · Visual Hierarchy ·

Tools: Figma · Framer · Adobe XD · Illustrator · Photoshop · Notion · Miro · FigJam

Collaboration: Cross-Functional Communication · Agile Teams · Client Presentations · Developer Handoff · Design

EXPERIENCE

Wictronix – UX Designer (Contract)   *Oct 2024 - Feb 2025*
  • Led the UX design for a multi-role academic platform built for 20,000+ users across Indian universities.
  • Built paperless workflows that can reduce admin workload by ~60% and student support queries by 50–60%, based on patterns observed in similar digital transformations.
  • Helped launch the beta version on the Play Store as part of a phased national rollout.

Biofield Power (IIT Ropar) – UX Design Intern   *Aug 2024 - Dec 2024*
  • Streamlined key workflows for a multi-role biomass trading app that can reduce crop waste burning by up to 50% and shorten sale cycles by 65%.
  • Designed intuitive upload and tracking flows that can reduce sale coordination time by up to 65% and potentially divert 30–50% of crop waste from open-field burning.
  • Focused on accessibility, role-based flows, and trust-building for first-time digital users.

Dechub – UX/UI Designer Intern   *Oct 2024 – Dec 2024*
  • Contributed to branding and creative projects for major clients like Tanishq and Titan under tight agency timelines.
  • Delivered high-impact visual assets while supporting cross-functional design needs across UI/UX and marketing.

Pixelmecto – UX & Visual Design Intern   *May 2024 – Aug 2024*
  • Designed digital assets and interface components across mobile and web platforms in a fast-paced startup environment.
  • Supported UI/UX design for multiple client projects, collaborating with developers and stakeholders on user flows.

Golobify Digital Solutions – UI/UX Design Intern   *Dec 2023 – Jan 2024*
  • Assisted lead designer with UI/UX deliverables and visual assets.
  • Gained hands-on experience in design tools, wireframing and handoffs.

PROJECTS

University App Platform   *Oct 2024 - Feb 2025*
  • Designed a multi-user academic platform from scratch. Rebuilt outdated university workflows into clean, user-friendly systems -- reducing confusion and boosting access.
  View full Case Study

Biofield Power App   *Oct 2024 - Feb 2025*
  • Designed flows enabling first-times digital famers to sell biomass faster & cleaner -- reducing crop burning & improving income visibility.
  View full Case Study