Ashwin Raj
UX Designer

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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.

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.

Biofield IIT Ropar / UX Designer Intern

Aug 2024 – Dec 2024

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 / UI/UX & Visual Designer (Part-time)

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/UI & Visual Designer 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.

Globify / UX/UI Designer 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.

Education

Lovely Professional University

B.design (Interaction Design)

2022 - 2026

Projects

University App Platform

Case Study Link

Designed a multi-user academic platform from scratch. Rebuilt outdated university workflows into clean, user-friendly systems – reducing confusion and boosting access.

Biofield Power App

Case Study Link

Designed flows enabling first-times digital famers to sell biomass faster & cleaner – reducing crop burning & improving income visibility.

Skills

UX Skills:
User Research · Information Architecture · Wireframing · Prototyping · Usability Testing · Accessibility Design · Cross-Functional Communication · Agile Teams · Client Presentations · Developer Handoff · High-Fidelity Design · Mobile-First Design · Design Systems · Interaction Design · Visual Hierarchy ·

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