

Ayush Saran

Product Designer from Mumbai, India

ayushsaran.info

(+91) 984 763 2510

mail@ayushsaran.info

Seeking a position on a team developing functional tools and web apps with intuitive and user-friendly interfaces that simplify complex processes into clear and manageable steps and help individuals accomplish tasks and get things done..

PROFESSIONAL EXPERIENCE

KingdomOfCalm [2011 - PRESENT]

Indie Lifestyle Brand — *Product Designer*

Founded and ran an Indie Lifestyle Brand. Took 15+ product lines from Ideation and Sketches through Design, Manufacturing, Packaging and Retail stages. Participated in Marketing and Sales across Indie Flea Markets, Retail Partner Stores, eCommerce and our own Brick-and-Mortar stores.

Directi [2010 - 2011]

Web Solutions, Mumbai — *Interaction Design Specialist*

Served as Product Designer on multiple in-house business verticals. Contributed with UI/UX Design and Front-End Development along with junior project management roles.

RealTSP [2009 - 2010]

eCommerce Agency, London UK — *Front End Developer*

Worked on multiple concurrent client website redesigns and maintenance projects for European brands using our in-house eCommerce platform.

digital-telepathy, Experience Design Agency, San Diego USA

— *UI Designer and Developer*

2008 - 2007

Worked as junior designer and developer on all current client projects, assisted senior developer with UI and stylesheets.

QUALIFICATIONS

MSc User Interaction Design,
Kingston University, London UK

AUG 2008 - MAY 2010

BSc Media Arts
Platt College, San Diego, USA

AUG 2004 - MAR 2007

SKILLSET

Understanding of the UX design process and proficiency in industry-standard design and prototyping tools.

Able to interpret data and qualitative feedback into user stories, personas, and storyboards.

Love information architecture, flow-charts, wireframes and models.

Understanding the importance of business metrics and the ability to translate company goals and objectives into design objectives.