

# Asadbek Obidjonov

UX/UI Designer



**Projects:** [bekobidjonov.github.io](https://bekobidjonov.github.io)

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## Experience

### UX/UI Designer & Co-founder | HighEd uz | Mar, 2021 — present | Private project | StartUp

- HighEd is a platform that allows Uzbek youth to socialize with Uzbek students who are studying in different universities in different parts of the world. They exchange their knowledge and experience and help each other in terms of University applications, scholarships, and all Education related matters.
- Participating in the realization of the idea, made multiple interviews with Uzbek students (users) to learn their needs which is helping us to build user-centered design.
- The project won \$30K funding and is supported by Tashkent Finance Institute, IT Park Uzbekistan, and AloqaBank.
- Due to the unique idea and the design HighEd was one of the Top 50 preferred StartUps among 1000 in Central Asia's Bootcamp.

### Graphic Designer & Videographer | GreenBox Team | May, 2022 — present | Remote | Contract

GreenBox is a Tokyo based company that give consultation for people who want to work, study and visit Japan. What I did and doing:

1. Designing social media posts for 400+ active users.
2. Designed a business card that helped the company to support 20+ clients for now.
3. Made a commercial video.
4. Made a video of their opening ceremony.

### UX/UI designer & Web Developer | Andijan Development Center | June, 2020 — Aug, 2020 | Remote | Contract

Worked on designing and developing a website & platform for ADC consulting agency based in Andijan, Uzbekistan, that assists people to find and apply for universities worldwide. What I did:

Starting from designing the UX/UI part of the platform, I developed more than 700+ pages that include information about 500+ partner universities worldwide (it did not include data collection). Additionally worked on Search engine optimization.

### F2F English Trainer | GSET | September, 2021 — present | On-site | Part-time

Despite being a UX/UI designer, I do teaching as a part-time job at GSET, the company based in Shinjuku. Teaching more than 30 different students per week helps me to develop my soft skills such as communication, team work, problem-solving, time management, creativity, adaptability, interpersonal skills, conflict resolution and professionalism.

## Skills

**Certificates:** [Google: Foundations of UX Design](#) | [Google: UX Design Process](#) | [OMUC: Full-stack web development](#)

**Industry Knowledge:** User research, Personas, User-centered design, Information architecture, Wireframing and prototyping, Usability testing, Accessibility, Interaction Design, Visual design, Scenario-based Design, Lean UX, Design thinking, Responsive Design, Version Control, Data Analytics.

**Proficiency:** Figma, Adobe, Notion, HTML/CSS, JavaScript, Python, GitHub, WordPress, Joomla, Visual Studio Code.

## Education

Tokyo International University, Japan | Expected Graduation: August 2024 | GPA: 3.3

Digital Business and Innovation | Concentrations: Creativity in Digital Business, Digital Transformation & Tech Innovation

**Scholarship:** 30% partially funded scholarship