Palak Ashar

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An ICT Graduate,
working as a UI UX Designer, based in India.
I find immense interest in UI/UX, Mobile App &
Website Designing.
I try my best to make sure the design decisions are
human-centered.

Experience

UI Designer — TM Systems

Full Time | Jan 2022 - Present

- Fostered collaboration and consistency by working closely with Team Managers and Engineers as a sole UI Designer.

- Designed Landing pages, Mobile and Web Applications for across all platforms.

- Created, refined and tested prototypes for a better user flow.

- Created user interfaces using Figma to create business solutions for a variety of different clients.

Freelance Designer

Contract | Nov 2022 - Present

- Responsible for ideating and execution of UI designing for mobile & desktop view.

- Completed prototyping of user-centered websites using Figma, in tandem with company owner and developer.

- Completed interface design, user-flow mapping and overall user experience.

Leadership + Involvement

Managing Committee — PDEU

Managed Technical Event - Tessaract

Core Committee — PDEU

Panning And Execution For Club - Envirofreaks

Volunteering — Bhatia Boarding

Methodized, Managed And Accomplished Numerous Social Events.

Education

B.Tech - ICT Engineering — PDEU, Gujarat

2018 - 2022

CGPA - 9.09

UX Design — IxDF

Jan 2023 - Present

Google UX Design — Google X Coursera

Sept 2022 - Nov 2022

- Foundations of User Experience (UX) Design
- UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conducting UX Research and Test Early Concepts
- Creating High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Designing a User Experience for Social Good & Preparation for Jobs

12th / *2018* — 94.92 pr

10th / *2016* — 83%

Skills

Design Skills And Toolbox

- UI Design
- Wireframing
- Prototyping
- Website Design
- Application Design - Mobile & Web
- UX Research
- Figma
- Adobe Creative Suite (AI, PS, XD)
- Protopie
- Miro

Soft Skills

- Collaborative
- Resourceful
- Problem Solving
- Networking

Etc.

- Photography
- Graphic Design
- Micro-Interactions