

# Gaurav Singh Kushwaha

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## Summary

Enthusiastic and detail oriented UI/UX Designer with a strong foundation in visual design, user research, wireframing, and prototyping. Proficient in Figma, Photoshop, HTML, CSS, JavaScript and basic React js, I'm passionate about crafting clean, responsive, and user-friendly interfaces. With expertise in both design and front-end development, I seamlessly bridge creativity and code to deliver intuitive digital experiences. Driven by curiosity and a user-centered mindset, I thrive in collaborative environments where ideas evolve into purposeful, impactful design solutions.

## Skills

**Technical:** User-centric design, User research, Information Architecture, Wireframing, Prototyping, Design system, User interface, User journey, Design thinking, Sitemap, User flow, Competitive analysis, Interaction design, Usability testing.

**Soft Skill:** Critical Thinking, Collaboration, Self-motivated, Disciplined, Reliable, Communication, Leadership, Mentoring.

**Tools:** Figma, FigJam, Photoshop, Notion, and VS Code

## Work Experience

### UX Designer | Ancestropedia

Full-time | March 2024 - Present

- **Ancestropedia website | Case Study:** End to End Product Design (Self Driven Project).
- **Led the entire product design lifecycle** - from discovery to delivery for a **heritage and ancestry web application**.
- **Conducted investor and user interviews** to identify core needs and align **product vision with business goals**.
- **Performed user research & persona** creation to define target audience and key use cases.
- **Designed sketches, wireframes, and design system** ensuring consistency and scalability.
- **Designed low & mid-fidelity wireframes**, and built a **scalable design system** ensuring consistency and reusability.
- **Developed high-fidelity prototypes** and conducted **usability testing** to validate design decisions.
- **Executed A/B testing** to evaluate design decisions and improve usability.
- **Delivered a cohesive, user-centered product** that balances emotional storytelling with strategic business objectives.
- **Ancestropedia (Admin Panel)**
- Designed an intuitive **SaaS-based admin dashboard** to manage users, DNA orders, vault storage, wall art, and support operations.
- Created detailed **information architecture and user flows** to streamline data management and monitoring processes.
- Developed **wireframes and high-fidelity screens** focusing on clarity, scalability, and data visualization.
- Designed **interactive components** for token management, user queries, and analytics reports.
- Collaborated with business goals to ensure **efficient admin workflows** and clear oversight of platform operations.
- Delivered a **comprehensive, functional, and data-driven interface** improving internal productivity and user support efficiency.

## Project

### ClassicVolt OTT App | UX Case Study

Figma, UX Research, UI Design | May 2025

- Designed an **OTT platform** for users aged **40–80** to stream **Bollywood classics** from the 1970s to early 2000s.
- Conducted **user research, interviews, and persona creation** to understand user behavior, preferences, and accessibility challenges.
- Created **user flows, wireframes, and high-fidelity mockups** focused on **simplicity, nostalgia, and ease of navigation**.
- Applied **UX laws** to enhance usability and user satisfaction
- Prioritized **accessibility**, ensuring the interface is **intuitive for senior users**.



- Implemented key features including:
  - OTP-based login for easy access
  - Movie quick-recap functionality
  - Offline download option
  - Large, legible UI components for better readability

Education

Dr. Ambedkar Institute of Technology for Handicapped	August 2019 - Jul 2023
<b>B.Tech   Biotechnology</b>	<b>CGPA   7.11/10</b>

Certification

UI/UX Design Bootcamp   PW Skills	March 2025   October 2025
<a href="#">View Certificate</a>	
UI/UX Design   Udemy	August 2024   March 2025
<a href="#">View Certificate</a>	