

# Gaurav Singh Kushwaha

- grv842371@gmail.com • +91 8174071154 • Portfolio
- LinkedIn • Behance • GitHub

## Summary

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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. Passionate about creating clean, responsive, and user-friendly interfaces. Skilled at bridging design and front-end development to deliver intuitive and functional digital experiences. Driven by curiosity and a user-centered mindset, I thrive in collaborative environments where ideas evolve into impactful design solutions.

## Skills

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**Technical:** User-Centric Design, User Research, Information Architecture (IA), Wireframing, Prototyping, Design Systems, User Interface (UI) Design, User Journeys, Design Thinking, Sitemaps, User Flows, Competitive Analysis, Interaction Design, Usability Testing

**Soft Skill:** Critical Thinking, Collaboration, Self-Motivation, Discipline, Reliability, Communication, Leadership, Mentoring

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

## Work Experience

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### UX Designer | Ancestropedia

Full-time | March 2024 - Present

#### [ Ancestropedia web App ]: [Link](#)

- Led end-to-end product design from discovery to delivery for a heritage and ancestry platform.
- Conducted stakeholder, investor, and user interviews to define core needs and align product vision.
- Performed user research, persona creation, and mapped key user journeys.
- Designed sketches, low/mid-fidelity wireframes, and a scalable design system for consistency.
- Built high-fidelity prototypes and conducted usability testing and A/B testing.
- Delivered a user-centered product balancing emotional storytelling with business objectives.
- Executed A/B testing to evaluate design decisions and improve usability.

#### [ Ancestropedia – Admin Panel ]: [Link](#)

- Designed an intuitive SaaS-based admin dashboard for managing users, DNA orders, vaults, wall art, and support operations.
- Created information architecture, sitemaps, and user flows to streamline data and process management.
- Designed wireframes and high-fidelity screens focused on clarity, scalability, and data visualization.
- Built interactive components for analytics, token management, user queries, and system monitoring.
- Improved internal productivity by delivering a functional, data-driven interface aligned with business goals.

## Project

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### Stelios Consulting – Marketing Website

Figma, UX Research, UI Design | May 2025

- Designed a modern, trust-focused marketing website for a recruitment consulting firm to strengthen brand credibility and support lead generation.
- Conducted competitive analysis, stakeholder interviews, and persona development to align user needs with business objectives.
- Developed clear information architecture and intuitive navigation for key sections including Services, Industries, Jobs, and Contact.
- Created user flows, wireframes, and high-fidelity UI designs using a clean, corporate design system optimized for clarity and conversions.

- Applied key UX laws and usability heuristics to improve user engagement and content discoverability.
- Implemented essential features such as a public job board, optimized consultation forms, testimonials, and industry-specific service pages.

## ClassicVolt OTT App | UX Case Study

Figma, UX Research, UI Design | May 2025

- Designed an OTT platform tailored for users aged 40–80 to stream Bollywood classics from the 1970s to early 2000s.
- Conducted user research, interviews, and persona development to identify behavior patterns, preferences, and accessibility needs.
- Created user flows, wireframes, and high-fidelity mockups focusing on simplicity, nostalgia, and effortless navigation.
- Applied key UX laws and design principles to improve usability, engagement, and overall user satisfaction.
- Prioritized accessibility with intuitive layouts, readable typography, and senior-friendly interface components.
- 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

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Dr. Ambedkar Institute of Technology for Handicapped

August 2019 - Jul 2023

B.Tech | Biotechnology

CGPA | 7.11/10

## Certification

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UI/UX Design Bootcamp | PW Skills

March 2025 | October 2025

[View Certificate](#)

UI/UX Design | Udemy

August 2024 | March 2025

[View Certificate](#)