ASHWANI K PANDEY

PRODUCT DESIGNER

CONTACT

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Delhi

SKILLS

User Research

Product Design

Wireframing & Prototyping

User Testing

Team Management

EDUCATION

B.Tech.
UPTU, 2008-2012
Computer Science & Engineering

10+2
State Board, 2006-2008
Physics, Chemistry, Mathematics

10
State Board, 2005-2006
Physics, Chemistry, Mathematics

LANGUAGES

English ◆◆◆◆◆

Hindi ◆◆◆◆◆

ABOUT

I am a passionate and dedicated product designer, driven by the desire to create innovative and user-focused designs. With a strong foundation in both art and technology, I thrive on the challenges of merging aesthetics with functionality. From conceptualization to realization, I am deeply involved in every aspect of the design process, meticulously crafting products that not only look visually appealing but also deliver seamless user experiences.

My approach to design is rooted in empathy and understanding the needs of the end-users. I believe in creating products that resonate with them on a personal level, enhancing their lives through intuitive and practical solutions. Constantly seeking to expand my knowledge and skills, I stay updated on the latest trends and technologies in the industry, ensuring that my designs are at the forefront of innovation.

WORK EXPERIENCE

UX Architect
Ericsson India Global Services (R&D)

Sep 2017 - Present

Working on Ericsson Mediation, a converged mediation product that enhances billing accuracy between network and business support systems. Responsible for user research, stakeholder analysis, designing new features, and user navigation. Lead wireframing and visual design implementation, while managing stakeholders and clients, ensuring on-time delivery, and conducting usability testing and prototyping for optimal outcomes.

Creative Head
Sigrid Education Services

Aug 2014 - Sep 2017

As the leader of a 13-person design team, we excelled in delivering successful product features and enhancing user interfaces across diverse domains, including e-commerce, ed-tech, and insurance products. My primary goal was to translate business insights into elegant design solutions, creating seamless and impactful experiences for users.

UI/UX Designer
Effectlabs

Jul 2011 - Aug 2014

Working in a service-based company, I had the opportunity to collaborate with numerous clients on diverse projects, including EdTech, e-commerce, reservation systems, and booking apps. My primary focus was on crafting compelling UX and UI designs to enhance the overall user experience of these applications.

EXTRA-CURRICULAR

Photography

Music Composer

Video Producer

TOOLS

Adobe Illustrator

Figma

Adobe Sketch

Adobe Photoshop

Final Cut Pro

Microsoft 365

UX Tweaks

Survey Monkey

ACHIEVEMENTS

Ericsson Hackathon VIII   Oct 2023

Ericsson India Global Services (R&D)
2nd Runners-up

Ericsson Hackathon VII   Sep 2022

Ericsson India Global Services (R&D)
Slogan Winner

Ericsson R&D 15 Years   Sep 2019

Ericsson India Global Services (R&D)
Logo Winner

Ericsson Hackathon VI   Sep 2018

Ericsson India Global Services (R&D)
Logo Winner

Ericsson Power Award   Jun 2018

Ericsson India Global Services (R&D)
Performance

Design Award   jun 2013

Effectlabs
Performance

CERTIFICATION

Enterprise Design Thinking Practitioner   Jan 2021

IBM
India

The Habits of Highely effective People   Sep 2019

Ericsson India Global Services (R&D)
India

Experience Design Conference   Oct 2018

Ericsson India Global Services (R&D)
Stockholm, Sweden

6 Thinking Hats   Sep 2018

Ericsson India Global Services (R&D)
India

PORTFOLIO

http://www.ashwanipandey.in

https://www.behance.net/erashwani2012