

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 Specialist

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

Sigrd 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
Trekker

TOOLS

Adobe Illustrator
Figma
Adobe Sketch
Adobe Photoshop
Final Cut Pro
Microsoft 365
UX Tweaks
Survey Monkey

ACHIEVEMENTS

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 Highly 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>
