

# ASHWANI KUMAR PANDEY

**UI/UX  
Designer**

## CONTACTS

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## EXPERTISE

UX Research  
UX Design  
User Testing  
Empathy  
Visual Design

## EDUCATION

**B. Tech, 2008-12**  
Computer Science  
GNITM, UPTU

**10+2, 2012**  
PCM  
GJIC

**Matriculation, 2006**  
PCM  
GJIC

## ABOUT ME

Hi, This is Ashwani. I'm a UX designer based in Delhi, India. I use human-centered design to create beautiful user experiences. I have experience working in design consultancies, Fortune 500 corporates, and tech start-ups. In the beginning, as the only designer in an IT startup called Effectlabs Pvt. Ltd., I grew to be a generalist who handles UX and UI: defining design strategy, solving complex UX problems, quickly prototyping and iterating, and delivering the product at pixel perfection level. I also project managed the fast delivery process and planned stages of work to fit changing client requests.

## WORK EXPERIENCE

**Ericsson Global Services Pvt Ltd (Sep. 2017-Present)**  
*UX Specialist*

1. Responsible for researching and analyzing user needs and stakeholder requirements to design new features, site map, and user navigation.
2. Lead the development of wireframing and visual design implementation.
3. Stakeholder management, Client handling, on-time delivery, Usability testing, Prototyping, etc.

**Sigrid Education Services Pvt Ltd (Aug 2014-Aug 2017)**  
*Creative Head*

I was a part of the design team of 13 people, who worked on various products. We delivered a bunch of successful product features and user interface improvements, which provided a new experience for users. My goal was to take information from business and turn them into a simple and elegant design solution. I collaborated closely with product managers, developers, and the marketing department.

## MY TOOLS

Adobe Photoshop  
Adobe Illustrator  
Survey Monkey  
Balsamiq  
MS Powerpoint  
Final Cut Pro

## HONOURS & AWARDS

### Design and Creativity Award

For Contribution in Portal design  
June, 2013

### Ericsson Power Award

For extra ordinary performance  
June, 2018

### Ericsson Hackathon IV

Logo Competition Winner  
Sep, 2018

### Ericsson R&D 15 Years

Logo Competition Winner  
Sep, 2019

## VOLUNTEER EXPERIENCE

**Ericsson RNDOM**  
Event Coordinator

**Google Local Guide**  
Level 6

## CERTIFICATIONS & WORKSHOPS

**Experience Design Conference**  
2018, Stockholm, Sweden

**6 Thinking Hats**  
2018, Ericsson, Gurgaon

**The 7 Habits Of Highly Effective People**  
2019, Ericsson, Gurgaon

## Effectlabs Pvt Ltd (Jul 2011-Aug 2014)

*UI/UX Designer*

1. Applied value proposition research to guide the product's development of UX artifacts including information, architecture, prototyping, wireframing and user testing methodologies.
2. Client handling, Prototyping, Quality Management.
3. Website design and development(HTML, CSS, jQuery).

## MY UX PROCESS

I do not use same strategy in all my products/projects, the process depends upon the timeline, budget, resources etc. but the generic flow is as following:

- Make strategy
- Do Research(survey, interview, etc)
- Design Persona
- Design Deliverable(Workflow, app flow, prototype, etc)
- Production by developers
- Beta Testing
- Evaluate

## WORK AND CONTACT



[www.Behance.net/erashwani2012](http://www.Behance.net/erashwani2012)

[www.ashwanipandey.in](http://www.ashwanipandey.in)

