ASHWINI POLLEPALLI

UX/UI DESIGNER | GRAPHIC DESIGNER

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SUMMARY

- Senior Graphic and UX/UI Designer with overall 9+ years of experience in the management of the complete design process, from conceptualization to delivery. Expert at interdepartmental coordination and communication. Able to stretch the boundaries of digital storytelling to help my client's brands stand out.
- Facilitated product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences for digital products.
- Generate deliverables that are thorough, and concise including personas, user journeys, user flows, wireframes, user interface mockups, prototypes and reusable UI elements.
- Handling all composition, colour, illustration, typography, and branding for the company.
- Responsible for Improving brand identity and all design tasks, including printable marketing collaterals, branding and web presence.
- I have created hundreds of logos, infographics and designed thousands of invitations, corporate brochures and newsletters.

TECHNICAL SKILLS

Skills: User-Centered Design, User Research, Empathy Map, Sketching/Rendering, Storyboarding, Wireframe, Interaction design, Graphic design, Task Flows, Rapid Prototyping, Usability testing, User Interface Design, Heuristic Analysis, Contextual inquiry, Accessibility Testing, Information architecture, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis

Visual Prototyping and Wireframing: Figma, Sketch, Invasion, Adobe Xd, Adobe Creative Suite, Canva, Google Slides, Storyboarding, Decision Mapping, Decision Flow Diagrams

Process and Tools: Agile, Trello, Miro, Mural, Github
User Interface Development: Atomic Design, Iconography, UI Grids and Composition, Color Theory, Typography, Heuristic Evaluation, Interaction Design

Front End Development: HTML, CSS, jQuery, Bootstrap

EXPERIENCE

UX/UI Designer
BlockchainMind | August 2021 - July 2022
- Collaborated with Product Manager, business partners and developers to help define the requirements and road map.
- Responsible for Information Architecture, Interaction and Visual Design, and Prototyping.
- Conducted UX Research by interactively testing designs using high and low-fidelity prototypes across Web and Mobile App.

Senior Graphic and UX/UI Designer
Freelance Graphic and UX/UI Designer | 2011 - 2021
- Help design, develop and deliver solutions for website, print materials, social media and email campaigns.
- Collaborated with other freelancers to build social media assets like landing pages and blogs.
- Designed graphic user interface elements, like menus, tabs, widgets, wireframes Dashboards and prototypes.
- Managed projects or tasks at a given time while under pressure to meet weekly deadlines.
- Redesigned many responsive websites for non-profit organisations.

Graphic Designer
Omkar Offset Printers, Bangalore | 2004 - 2010
- Prepared finished artworks by operating necessary equipment and software.
- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) and guaranteed that they exceeded the expectations of our clients.
- Delegate tasks to the members of the design team and provide counsel on all aspects of the project.

EDUCATION

UX/UI Design Certificate
University of Toronto | Class of 2021
An intensive 24-week long training program on UX/UI methodologies and technologies.

Higher Diploma in Advertising and Graphic Design
Wigan and Leigh College, UK | Class of 2004

W3Cx Web Accessibility Certified