



Ashwani Kumar

Principal consultant (UI/UX)

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Hello there I am Ashwani, an UI/UX designer based in Gurgaon currently working with GENPACT. Having extensive knowledge of the Human Computer Interaction, and a proven ability to convey concepts through design by coupling excellent communication skills with a strong background in web application design. Effectively managing alliance between business stakeholders, design & development teams from concept to product launch.

I have hands-on expertise in design execution, design thinking, planning, product strategy, information architecture, wireframing, user research, conceptualization, visual design, testing, adherence to branding guidelines, development tools like CSS, HTML, JavaScript etc and also hold the professional qualification in my core domain.

EXPERTISE >>

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|-----------------------------|-------------------------------|-----------------------------|
| Product/ Design Thinking | Mobile & Web Apps | Heuristic Evaluation |
| Interaction & Visual Design | Branding & Design Systems | Information Architecture |
| Leadership & Team Building | Rapid Prototyping | Wireframing & User Flows |
| Complex Problem Solving | Agile UX | User Persona & User Empathy |
| Continuous Collaboration | Employee/ Customer Experience | Workshop & Collaboration |

EXPERIENCE >>



October 2009 present

Profile: Principal Consultant

Managed various GE businesses and few others as a UI UX Specialist for their corporate Portals. Responsible for building and maintaining client relationships in managing design and development projects while managing teams of skilled UI/UX professionals. Building company Intranet portals, desktop/mobile applications and corporate communication solutions. Work and lead multiple projects in an Agile environment with intuitive, clean and user- centric design solutions. Working closely with stakeholders, product owners, architects and developers to ensure business requirements and user needs are properly met and communicated. Maintenance and ownership of products throughout all phases from concept to product launch.



March 2007 to October 2009

Profile: Sr. Web Designer/Front end developer

Managed various businesses and create various websites mockup, eLearning modules, desktop and mobile based applications. Information Architecture, branding, creative services, and overall web/application UI design. Hired and managed a team of highly creative and skilled designers and developers.



April 2006 to March 2007

Profile: Web Designer/Front end developer

Worked with the team of highly creative designers as well as programmers, creating mockup, information architecture, user flows, low/ hi-fidelity mockups, Banners, Emailers, HTML, CSS, JQuery etc.



Jan 2005 to March 2006

Profile: Web Designer/Front end developer

Worked on creating HTML, CSS, JQuery, information architecture, user flows, low/ hi-fidelity mockups. Strategizing and improving the process for meeting the critical success factors – Quality, Schedule, and Productivity.

SKILLSET >>

TOOLS & TECHNOLOGY

Sketch

Adobe CC Suite

InVision

Balsamiq

Figma

Set-up/ Manage Design System

HTML/ CSS/ JQuery/

Bootstrap, Material Design/Lumos

JIRA, Rally, Trello

iOS, Android, MS Windows

Google Analytics, Responsive & Android app design.

Office 365 Suite

MANAGERIAL & PERSONAL SKILLS

Product Strategist

Scrum Agile Framework

Planning & Reporting

Project Management & Execution

Drive Process Improvement

People Management

Team Management

Lead by example

Team Player

Team Management

Attention to Details

EDUCATION & CERTIFICATIONS >>

CERTIFICATIONS & TRAININGS

Enterprise Design Thinking Practitioner – IBM

Udemy certification - From Beginner to Professional UX Designer

Green Belt trained and tested

LEAN trained, tested, and certified

UX Now

Genome



EDUCATION

MCA (Master of Computer Application) from M.D.U Rohtak in 2006

M.Sc. (IT) from M.D.U Rohtak in 2004

B. Com from H.P.U Shimla in 2001