

Ashish Kumar

[Website](#) | [LinkedIn](#) | [Behance](#) | [Instagram](#)

Location: Bangalore, India

ashish.prof14@gmail.com | 8987586339

PRODUCT DESIGNER

Quality oriented and committed to maintaining a positive attitude. Adept at building strong relationships with fellow colleagues. I strive at delivering quick, intricate and quality results.

EXPERIENCE

BYJU'S - Bangalore, Karnataka ,India

June 2021 - December 2024

Senior Associate - Product Design

- Spearheaded product and visual design for D2C BYJU'S Shop, generating over **\$5M+** in revenue within a 6 months period.
- Boosted **conversion rate** by **70%** and improved user retention by **20%** by enhancing the user experience, optimizing lighthouse performance and search engine optimization.
- End-to-end managed Trial Classes Platform which saw daily traffic of **300+** registrations.
- Produced designs and coordinated with developers to build **120+** Interactive **Applets** for US audience.
- Developed a design system adhering to WCAG 2.0 guidelines and Google Material Design principles, resulting in a **40%** increase in accessibility compliance and a **25%** improvement in user satisfaction
- Produced **20+ hours** worth of visual content, end-to-end from story-boarding to editing.
- Standardized design modules and production pipelines, maintaining consistency, increasing efficiency by **30%**, and improving project outcomes by **40%**.

PERSONAL PROJECTS

Skyloom Studios

- Partnered with Skyloom Studios and setup their website, landing page, lead-magnet with micro-animations and responsive design compatibility observing **16%** rise in user retention and **28%** surge in acquisition.
- Led the end-to-end product design process, delivering ecommerce solutions for companies such as Total Beauty Market, Capaaz Electronics, Aroma Blush in under 30 days.

Event Shoppe

- Analyzed and propelled user acquisition by 40% and activation by 30% based on UTM-Links & Analytics data with weekly traffic of **80K+** users.
- Partnered with founders to solve **profitability** challenges and reduced operational costs by **20%**.

SKILLS

Design	: UI/UX Design, User Research, User Centric Design, User Data Analysis, Usability Testing, User Interviews, Accessibility Testing, Wireframing, Prototyping, Storyboarding, SEO, Visual Communication, Motion Graphics, Graphics Design
Tools Stack	: Figma, Adobe XD, Sketch, Photoshop, Illustrator, HTML/CSS, JavaScript, Framer, Liquid
Analytics	: Google Analytics, Semrush, Search Console, Clarity, Google Ads, Meta Business Suite
Management	: Jira, Notion, Google Suite

EDUCATION

BIT Mesra

Bachelor of Engineering in Electrical and Electronics Engineering (CGPA - 7.56)

Ranchi, Jharkhand, India

July 2017 - June 2021

- **Training & Placement Coordinator** - Designed & Published Placement Brochure and Facilitated placement for over **10+ companies** and **40+ candidates**.
- **Vice President** (Sports Club) & **Design Head** (Photography Club) - Mentored **50+** enthusiasts in club activities.

CERTIFICATIONS

- [Google UX Design Professional](#) - September 2024