

Ashish Dixit

UX Designer | Architectural Strategist Turned Digital Experience Designer

Chicago, IL | ashishdixit.uiux@gmail.com | [LinkedIn](#) | [Portfolio](#)

Hybrid UX Designer with **6+ years** of experience creating intuitive, human-centered solutions across digital and physical spaces. With a background in **Architecture** and a **Master's in HCI**, I combine spatial thinking and UX strategy to design smart IoT products, collaborative tools, and mission-driven platforms.

EXPERIENCE

UX Designer Intern | Sustainable Living Guide (SLG) | USA - Remote June 2024 – Dec 2025

- Delivered a 30% improvement in homepage engagement by leading a full redesign of SLG's website using Figma-based wireframes, UI kits, and accessibility audits.
- Reduced design handoff friction by 40% through annotated mock-ups and collaborative design reviews across time zones.
- Enabled 2x quicker updates by creating a reusable component library for SLG and its sub-brand, EMA.

UX Consultant | Mission & Ministry Department, DePaul University | Chicago Oct 2024 – March 2025

- Improved discoverability by 50% by restructuring site architecture and redesigning the homepage for DePaul's Mission & Ministry Department.
- Identified 12+ navigational issues through heuristic evaluations and usability walkthroughs, driving UI improvements.
- Increased student event signups by 25% post-redesign through optimized CTA placement and information hierarchy.

Founder & Principal Designer | Apex Design Solutions | Pune, India Nov 2016 – Dec 2022

- Delivered 20+ spatial projects by applying UX research techniques to architectural planning, increasing referrals by 35%.
- Introduced design sprints and feedback loops to streamline residential workflows, cutting project revisions.
- Established a user-centric design methodology that aligned home layouts with user behaviour, improving satisfaction metrics.
- Designed intuitive interior experiences for high-end residences and executive offices, enhancing functional flow and material efficiency.
- Planned industrial spaces with optimized zoning, reducing workflow bottlenecks by 25%.
- Designed scenario-based bungalows for improved multi-generational usability.
- Translated client goals into narrative-driven residential and commercial designs..

Design Strategist | VK Architects | Pune, India April 2020 – Sept 2022

- Led execution of municipal projects by aligning spatial design with behavioural workflows, reducing civic interface complexity by 35%.
- Reframed fire office workflows using service blueprinting, leading to better emergency navigation.
- Created journey-based design specifications that improved public access efficiency in cultural spaces like the PMC Art Museum.

Design Systems Coordinator | Panchshil Realty | Pune, India Jan 2018 - March 2020

- Managed design coordination for high-profile properties like Trump Tower and Ritz Carlton, improving team handoff accuracy by 60%.
- Enhanced user experience in hospitality spaces by integrating customer journey mapping into design.
- Reduced decision fatigue for stakeholders by 40% through presentation of interactive spatial prototypes and flow diagrams.

Lead Experience Designer | NGK Studio | Pune, India

Nov 2016 – Jan 2018

- Revamped executive workspaces for Bajaj Auto Ltd., boosting occupant satisfaction scores by 45% through empathetic, need-based layouts.
- Created design personas for VIP clients and employees, enhancing functionality of shared club spaces.
- Reduced approval cycles by 30% by translating complex design into intuitive, annotated CAD-based user flows.

PROJECTS

Cleaneró - Smart Water Filter System | Academic Project

Sep 2023 – Nov 2023

- Designed a mobile app and touch-enabled pitcher UI to monitor water impurities in real-time.
- Conducted qualitative interviews, synthesized findings into personas and journey maps.
- Delivered hi-fi prototypes and usability testing outcomes for a multichannel experience.

3D Hub – Social Platform for 3D Printing Enthusiasts | Academic Project

Sep 2023 – Nov 2023

- Researched creator pain points in current 3D communities.
- Designed a UI system featuring remix options, community sharing, and personalized feeds.
- Applied neumorphic UI with consistent use of Comfortaa font.

Product Design & 3D Printing Projects

Aug 2024 – May 2025

- Redesigned Scott Yu-Jan's iPhone charging dock with integrated Apple Watch support, optimized for FDM 3D printing.
- Developed and sold custom monitor risers and workspace accessories, improving posture and desk ergonomics for users.
- Used Fusion 360 and Plasticity for parametric modelling; prototyped iteratively with Bambu Studio and conducted real-world usability tests.
- Generated 90%+ user satisfaction rate based on direct customer feedback and repeat purchases.

EDUCATION

DEPAUL UNIVERSITY Chicago, IL

Jan 2023 - Nov 2024

Master of Science in Human Computer Interaction

PUNE UNIVERSITY India

Sep 2011 - Oct 2016

Bachelor of Architecture, Licensed Architect – Council of Architecture, India.

SKILLS

UX Methods: Prototyping, Sketching, Wireframing, Interaction Design, Journey Mapping, Persona Mapping, User Interview, Usability Testing, User Research, Heuristic Evaluation, Accessibility WCAG 2.1, Information Architecture.

Design Tools: Figma, Axure RP, Adobe Creative Suite, Adobe XD, Framer, Jitter, Miro, AutoCAD.

3D Modelling: Fusion 360, Plasticity, Bambu Studio, Rhino, Revit, Lumion, SketchUp

Development Familiarity: HTML, CSS (basic understanding)