

Vishal Ashokan



Architect UX UI Designer

Innovative and detail-oriented UX Designer with a background in architectural design, 3D modeling, and user-centric solutions. Seeking to apply design expertise and problem-solving skills to create intuitive and impactful user experiences

Experience

Damco Solutions Pvt. Ltd.

UI UX Designer | Jan 2025 – Present

- **UX & Product Design:** Two-sided marketplace (Archi-help), multi-format social platform (Aftrlife), enterprise collaboration tool, fleet intelligence dashboard, spanning user research, wireframing, and prototyping.
- **InsurTech & Enterprise CRM:** End-to-end redesign of insurance platforms, agent portals, and Salesforce CRM (UAIC, Insur CRM)- applying interaction design, user flows, and usability testing.
- **B2B Web & Conversion Design:** Conversion-led redesigns for Damco Digitals, e-Sprinto, and Canlan Sports - leveraging information architecture, heuristic evaluation and conversion rate optimization.
- **Brand & Visual Design:** Website and brand design for Starksten Architects, WLCD, and Damco Design Studio - across design systems, visual hierarchy, and responsive UI.

Urbane The Design Workshop

Architect Designer | May 2024 – Nov 2024

- Designed spaces that enhanced user experience and engagement.
- Developed layouts and workshops for Maruti Suzuki in Bangalore, Lucknow, and Ahmedabad, with a focus on optimizing user flow and accessibility

Unboxed Designs

Interior Designer | Nov 2023 – May 2024

- Conceptualized and designed the layout for banquet halls and educational spaces.
- Delivered a modern, clean redesign for the Jaypee banquet halls and Montessori school façade.

Design Forum International

Architect Intern | Aug 2021 – Dec 2021

- Worked on large-scale projects, including Delhi Railway Station redevelopment and M3M group housing.
- Contributed to NIT Delhi campus design by integrating user-centered spatial layouts.

Vishal13ashokan@gmail.com

+91 8368778625

LinkedIn

www.linkedin.com/in/vishalashokan

Portfolio

<https://vishaluiux.framer.website/>

Skills

User centered design
Sketching
Storyboarding
Interaction Design
User Journey
Wireframing
Prototyping
Photography
Typography
Creative Strategy
Concept Design
Design Thinking
Design Research

Tools

Figma
Fig Make
Notion
Zeplin
Stich
Jasper
Protopie
Adobe CC (XD, Ps, Ai, Id, Ae)
Sketch
InVision
Framer
Figjam
HotJar
InVision

Education

Bachelors of Architecture
Apeejay Institute of Technology
2018-2023

Certification

Google UX Design Professional
Interaction Design Foudation