

Ashish Agrawal

Senior Product Designer

A computer science engineer turned designer have experience working in healthcare, sports, eCom, FMCG, food industry B2B, B2C and B2B2C domains over the past 6 years. I am passionate about solving design problems and creating delightful and meaningful experiences which can impact billions of lives.



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WORK EXPERIENCE

Senior Product Designer

Porter

12/2022 - Present

Bengaluru, India

Porter is a tech-enabled logistics company offering a variety of intracity and intercity delivery services.

My Role at Porter

At Porter, I am handling new initiatives which includes Packers and Movers, and Courier services along with customer utility features.

Senior Product Designer

ekincare

12/2019 - 12/2022

Hyderabad, India

ekincare is a Patented, AI integrated platform for all the employee health and wellness. ekincare covers physical health, mental health etc.

My Role at ekincare

At ekincare, I worked on creating a design language system. I collaborate with Product Managers and other stakeholders on the problem statements and brainstorm ideas with them. I work as an Individual contributor on some of our key products. I conduct user research, user interviews, creating wireframes, prototyping, setting the design guidelines for the team.

Product Designer

Favcy

08/2018 - 12/2019 (Full time)

Gurgaon, India

12/2019 - 07/2020 (Freelance)

Favcy is a venture building platform that provides ready-to-assemble digital applications and an assembly line to convert the ideas into a venture.

My Role at Favcy

At Favcy, I used to work closely with the CEO and the business team only. My task started from understanding the business requirements and then brainstorming the ideas with the business team. I did wireframes, user personas, prototyping.

Product Designer

Mamaearth

12/2019 - 07/2020

Freelancer (Gurgaon, India)

Mamaearth is India's first FMCG company. They provide toxin-free, natural baby care, skin care, and hair care products.

My Role at Mamaearth

I worked as a freelancer for mamaearth on 2 different products. One is mamaearth's influencer platform and the second one is the mamaearth reseller program. I worked on these products from the scratch.

UI/UX Designer

My Ally

11/2018 - 04/2019

Contract (Palo Alto, CA)

My Ally provides AI powered solution for automating the scheduling and coordination of candidate interviews.

My Role at My Ally

I worked on a contract for MyAlly. My role for MyAlly was to conduct user research, gathering and evaluating user requirements, in collaboration with product managers and other designers. Present design ideas using wireframes and sitemaps.

UI/UX Designer

Freelancer

12/2016 - 07/2018

Contract

During this time, I worked as a freelancer

My Role

During this period, I worked with different companies across the globe, helping them improve their user experience also involved in building some products from scratch.

SKILLS

Figma

Sketch

Invision Studio

Principle for mac

B2B

B2B2C

B2C

SAAS

Product Design

UI Design

UX Design

Prototyping

Wireframing

User Research

Visual Design

Decision Making

Testing

HTML5

CSS3

EDUCATION

Bachelor's in Computer Science and Engineering

Lovely Professional University

Jalandhar, India

ACHIEVEMENTS

Increased revenue by
12%

In porter, after revamping core designs of packers and movers including add-ons and all we have seen increase in revenue by more than 12% in just 2 months.

Built

Data-Sense

Designed Data-sense, which is fully loaded with data and analytics and other important features, which helps them to make decisions, manage their employees, plan engagement activity, and other things. We saw **95% adoption** of this dashboard.

Built

KBFC Passport

KBFC (Kerala Blaster Football Club) Tribes Passport, a paid membership program for its fans to give them a chance to get up-close with their favorite team, gets goodies, access to exclusive events, and other offers. KBFC membership went **out of stock in the first couple of hours** of its launch.

PORTFOLIO

Dribbble: www.dribbble.com/iamcrashish

Uplabs: www.uplabs.com/iamcrashish

Linkedin: www.linkedin.com/in/iamcrashish

Website: www.iamcrashish.com

LANGUAGES

English



Hindi



INTERESTS

Playing Cricket

Gaming

Travelling