

Ashish Agrawal

Lead Product Designer

As a computer science engineer turned designer, I bring around 7+ years of diverse experience across logistics, healthcare, sports, e-commerce, FMCG, food industry, and B2C/B2B/B2B2C domains. I am passionate about solving design challenges and crafting delightful, meaningful experiences that have the potential to positively impact billions of lives



agrawal.ashish94@gmail.com

+91-9501893561

Bengaluru, India

[linkedin.com/in/iamcrashish](https://www.linkedin.com/in/iamcrashish)

WORK EXPERIENCE

Lead Product Designer Delhivery

09/2024 - Present

Bengaluru, India

Delhivery Limited is India's largest integrated 3rd party logistics service provider and supply chain company

Senior Product Designer Porter

12/2022 - 09/2024 (Full time)

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 charter which includes Packers and Movers, Courier, Load Assist, awaybill along with some customer utility features

Senior Product Designer ekincare

12/2019 - 12/2022 (Full time)

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 led the creation of a design language system. I also collaborated with Product Managers and stakeholders to brainstorm & refine concepts. As an Individual Contributor, I conducted user research, user interviews, and crafted wireframes and prototypes for key products. Additionally, I established design guidelines to ensure consistency & quality across the team's work

Product Designer Favcy

08/2017 - 12/2019 (Full time)

Gurugram, India

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 closely collaborated with the CEO and business team, beginning with understanding business requirements and brainstorming ideas. I contributed to projects such as CFL and Ki-dukaan, focusing on product development aligned with strategic objectives

FREELANCE WORK

Product Designer Mamaearth

12/2019 - 07/2020 (Freelance)

Gurugram, India

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

My Role at Mamaearth

I freelanced for Mamaearth on two distinct projects: their influencer platform and the Mamaearth reseller program, designing both from scratch

UI/UX Designer My Ally

11/2018 - 04/2019 (freelance)

Palo Alto, CA

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

SKILLS

- User-centric design
- Cross functional collaboration
- Design thinking
- Product strategy
- Problem solving
- User research
- Prototyping
- Project management
- Leadership
- Mentorship
- Adaptability
- UI
- UX
- Visual design
- Wireframes
- Figma
- Sketch

EDUCATION

Bachelor's in Computer Science & Engineering Lovely Professional University

Jalandhar, India

ACHIEVEMENTS

- Increased revenue by
20%

At Porter, I designed the core designs for the packers and movers service from the ground up, leading to a remarkable **20% revenue increase** within just two months of the launch
- Adoption rate
95%

Designed Data-sense, a comprehensive analytics dashboard enabling data-driven decision-making, employee management, and engagement planning. Achieved an impressive **95% adoption rate**
- Built
KBFC Passport

Built KBFC (Kerala Blasters Football Club) Tribes Passport while working for Favcy, a premium membership program offering fans exclusive access to their favourite team, including goodies, exclusive events, and special offers, **sold out** within the first couple of hours of its launch

PORTFOLIO

Website: www.iamcrashish.com
Dribbble: www.dribbble.com/iamcrashish
Linkedin: www.linkedin.com/in/iamcrashish

LANGUAGES

- English
- Hindi

INTERESTS

- Playing Cricket
- Gaminig
- Travelling