Ashwini V

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UX Designer & Developer

UX Designer & Developer with 3 years of experience in end-to-end UX, research-driven design, and accessibility. Passionate about building intuitive, scalable design systems that enhance usability and business outcomes. Improved customer satisfaction by 25%, increased operational efficiency by 30%, and reduced design time by 20% through user-centered, data-backed solutions.

EXPERIENCE

UX Designer & Developer   *June 2023 - Present*
Vodafone Intelligent Solutions (VOIS)

- Reduced evaluation time by 40% and improved request accuracy across teams by designing and launching a demand vetting tool that streamlined security clearance checks.
- Led complete redesign of a legacy enterprise portal, collaborating with 2 engineers and launching a modular internal showcase that improved customer satisfaction by 25% and achieved 100% client retention for follow-up projects.
- Boosted operational efficiency by 30% by designing the website with real-time dashboards and creating DevOps templates for a UK-based client.
- Increased adoption by 25% and improved cross-team alignment by launching a demand intake and tracking system with real-time status updates and iterative usability testing.

Engineer Trainee   *June 2022 - June 2023*
Vodafone Intelligent Solutions (VOIS)

- Redesigned the company's landing page, introducing new features and improved layouts that enhanced usability and better aligned with business goals.
- Developed proficiency in Figma and Adobe XD through hands-on website redesign projects, improving design skills by creating user-centered, high-fidelity prototypes and wireframes.
- Trained in user-centered design principles, creating wireframes, SharePoint, Microsoft Power Platform and prototypes for internal tools to improve usability.

SKILLS

- **Design Tools:** Figma (Advanced), Adobe XD, Photoshop, Prototyping
- **UX Methods:** User Research, Usability Testing, Wireframing, Interaction Design, WCAG Compliance
- **Technical:** Responsive Web, Agile/Scrum, HTML/CSS Basics**,** DevOps Integration, Jira

EDUCATION

Sri Krishna Institute of Technology (SKIT)   *Aug 2017 - Aug 2021*
Bachelor of Engineering in Information Science

CERTIFICATIONS & AWARDS

- Google User Experience Design Specialization Certification by Coursera   *May 2024*
- Vodafone Star Award by VOIS   *December 2023*