

Hi I am Gaurav Asolia, a highly skilled **Digital Product Designer** hailing from the bustling metropolis of **New Delhi, India**. Throughout my illustrious career spanning a decade, I have had the privilege of assisting a diverse array of companies, such as **University Living, Andamen, Reliance Jio HealthHub, KFC, and Disney**, in developing and launching their products and experiences to great success. As a master of design, I am driven by a relentless pursuit of excellence, constantly seeking to craft innovative solutions to complex challenges.

WORK EXPERIENCE

* SKILLUP.ONLINE | Sr. Product Designer

JUL. 2021 - PRESENT | Washington (Remote)

As a Sr. Product Designer, I am focused on establishing a reliable ed-tech brand that provides programs in the most sought-after future skills, including AI, Big Data, Data Science, and Blockchain. Using a comprehensive market analysis as a guide, I lead my design team in creating end-to-end branding guidelines, including brand sound, visual guidelines, and documentation, based on case research, surveys, and thorough benchmarking. Our ultimate goal is to establish a comprehensive UX ecosystem that sets us apart in the industry.

I've implemented a design system that streamlines decision-making and improves efficiency. I've also fostered a seamless and efficient remote work environment through efficient project tracking. My goal is to create a trustworthy, reliable, and seamless brand for success in the future skills market. As a leader in the field, I bring experience and expertise to drive brand success and client satisfaction.

* UNIVERSITY LIVING | Sr. Product Designer

JAN. 2020 - FEB. 2021 | Noida

As a Sr. Product Designer, I drove the need for exceptional end-to-end service and product experience through user scenario analysis and behavior research. I revamped the main website and developed ideas for mobile app, SAAS platform, and community-building tools. I conducted research and development on user journey, information architecture, and brand and UI guidelines to improve and develop our product. Led the team in creating visually stunning social media campaigns, including landing pages, posts, stories, banners, notifications, and videos. My goal was to deliver top-notch user experience that drives product success and exceeds industry standards. I utilized my expertise and experience as a Sr. Product Designer to drive brand success.

* ANDAMEN | Sr. UI/UX Designer

DEC. 2018 - JAN 2020 | Gurgaon

As a Sr. Brands Experience Designer, I led the development and maintenance of user experience on Website/Digital Marketplace. Defined new user scenarios and use cases, leveraged platform performance and industry benchmarking to design innovative solutions to enhance overall product experience on all devices. Conducted research and development on new modules, flowcharts, wireframes, user journeys, information architecture, prototypes, and UI guidelines based on platform performance and industry best practices. My goal was to create seamless and intuitive user experience that exceeded industry standards and drove product success. Utilized my experience in branding and user experience to drive brand success and client satisfaction.

* RELIANCE JIO | Asst. Manager (UI/UX)

DEC 2014 - FEB 2018 | Navi Mumbai

As a UI/UX Designer, I led the design team in maintaining research and development of product's overall UI-UX. Worked on multiple products for Jio's digital healthcare platform, creating internal style guides and implementing new design patterns in documents, sheets, and slides on web and mobile. Designed and proposed product plans, wireframes, mockups, design guidelines, user journeys, and workflows for mobile and web-based products. Focused on creating seamless and intuitive user experience that enhances overall product and drives brand success. With a strong track record of success as a UI/UX Designer, I bring expertise and experience to drive brand success and client satisfaction.

* UNIKOVE | Interaction Designer

NOV 2013 -DEC 2014 | Noida

As a Visualizer and Interaction Designer, I was responsible for designing and launching mobile apps for major brands during my last job such as KFC India, Pizza Hut India, Jingling, Vestige, SF-9, and Hello Hello. I also designed websites for Vesge, Hello-Hello, FIFA campaign, and Magic Brick microsites, and created marketing materials for various online campaigns. My focus was on delivering visually stunning and intuitive designs that drive product and campaign success. With my experience and expertise as a seasoned Visualizer and Interaction Designer, I committed to delivering high-quality designs that exceeded industry standards and met the expectations of clients.

* LOG5 COMMUNICATION | Visualizer

JUN 2013 - OCT 2013 | Mumbai

In my role as a Visualizer, I have been responsible for creating visually stunning designs for a variety of clients. I have designed branding, logos, and prints for major clients including The Voice of Lohana, Reliance Super Saver Award, and Reliance Security Online Design. Additionally, I have proposed color palettes for Narolac's popular emulsion. As a seasoned Visualizer, I bring a wealth of experience and a passion for innovation to every project, committed to delivering high-quality designs that exceed industry standards and exceed the expectations of our clients.

INTERNSHIP

* U.P. CERAMICS | PRODUCT DESIGN

JUL. 2021 - PRESENT | New Delhi (Remote)

During my internship as a Product Design Intern, I gained valuable experience in creating innovative and functional designs for various products. I designed a collection of Ceramic Coffee Mugs that was successfully launched in the market, and I developed new forms and shapes for Melamine Products. My passion for innovation and eagerness to learn and grow in the field was demonstrated by working with experienced professionals and taking advantage of opportunities to expand my skills and knowledge as I pursue a career in Product Design.

* FUNSKOOL / TOY DESIGN

NOV 2012 - APR 2013 | Chennai

As a Product Design Intern, I had the opportunity to work on designing innovative and engaging toys for children. I was able to explore the role of a Toy Designer and create a collection of Teethers for kids aged 3 to 9 months, as well as design two creative toy sets for kids aged 5 to 8. My understanding of child development and passion for creating educational and fun toys played a crucial role in my work. I was able to learn from experienced professionals and am eager to continue growing and developing my skills as I pursue a career in Product Design.

EDUCATION

* NATIONAL INSTITUTE OF FASHION TECHNOLOGY | Product Design

JUL. 2021 - PRESENT | New Delhi (Remote)

As a graduate with a degree in Design, I have gained a solid foundation in various design principles, including form generation, ergonomics, product conceptualization, design methodologies, emotional design, and thinking processes. Additionally, I have practical experience in design solutions, art and culture, product development, and elements of design, as well as experience in planning and executing design projects.

Throughout my studies, I have developed a passion for design and constantly strive to expand my knowledge and skills. I am eager to apply my expertise and continue growing in the design industry as I embark on my career.

CERTIFICATES

* DIGITAL PRODUCT DESIGN | LinkedIn Learning

Basic-Pro Learning Path | (10 Certifications Courses) | Online

To further my expertise in Digital Product Design, I completed a self-paced certification Learning Path comprising 10 individual certification courses in User Experience Planning and Design. These courses covered topics such as analyzing user data, creating personas, ideating for UX, creating scenarios and storyboards, paper prototyping, implementation planning, and taking designs from sketch to final product. This program has allowed me to enhance my skills and knowledge in the field of Digital Product Design, and I am excited to continue growing my expertise in this area.

* UX FOUNDATION + PROTOTYPING | Lynda

MULTIPLE CERTIFICATION | Online

I have enhanced my skills through various certifications, including Research Methods, Multi-Device Design, Implementation Planning, Flow Charts and Prototyping, Ideation, Scenario and Storyboard Creation, Wireframing, and Prototype Development. These certifications have allowed me to stay current and proficient in the latest UX design techniques and approaches, enabling me to deliver exceptional user experiences for my clients.

SKILLS

* DESIGN SKILLS

I am proficient in illustration, UI graphics, and visual presentations, as well as creating user flows and concept sketches. I excel at wireframing and mockup development using various tools such as Figma, Figjam, Sketch, and Illustrator. I have a strong foundation in motion design using Principle and Adobe After Effects and am skilled in producing production redlines and developing style guides and pattern libraries. My diverse design skills make me a valuable asset to any team.

* PROTOTYPE SKILLS

My prototype skills include rapid prototyping using various tools such as Keynote, Invision, Figma, and Adobe XD. I also excel in creating interactive flows using Figjam and Miro. These skills allow me to bring ideas to life and effectively communicate my designs to clients and stakeholders.

* RESEARCH

I have expertise in data analysis using tools such as AppAnnie and Analytics, as well as conducting task analysis and creating persona hypotheses. I am also skilled in A/B testing and experimentation, as well as conducting cafe and diary studies and cognitive walkthroughs. These research skills allow me to gather valuable insights and inform my design decisions, ensuring the best possible user experience.

* COLLABORATION

My collaboration skills include organizing workshops, serving as a team leader, facilitating design critiques, being a self-starter, being detail-oriented, being flexible, and effective communication. I excel in working with others to achieve shared goals and am able to effectively lead and collaborate with cross-functional teams.