

Hi, i am Gaurav Asolia*

Product Design Leader | UX Strategist | Brand & Art Director

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I'm **Gaurav Asolia, a Product Design Leader & Art Director with 11+ years of experience** in AI-driven UX, scalable design systems, and business-focused design. I've led teams and crafted digital experiences for KFC, Disney, Reliance Jio, and AI-powered platforms, driving 35% engagement growth, 25% higher conversions, and 40% efficiency gains. Now, I'm ready to lead design where strategy, creativity, and technology shape the future.

WORK EXPERIENCE

SKILLUP.ONLINE | Sr. Product Designer

Jul 2021 - Present | Remote

Led the product design, UX strategy, and brand development for a global e-learning platform. Designed and implemented scalable design systems, marketing templates, and UI frameworks to maintain platform consistency. Spearheaded the brand identity and branding guidelines for new sub-brands like Kautak (a Portugal-based EdTech platform for junior classes) and TechMaster (a youth-focused sub-brand). Developed branding guidelines for video production, ensuring seamless content creation and editing. Automated design workflows for certifications, video production, and marketing, increasing operational efficiency. Optimized UX to enhance engagement, leading to a 35% increase in platform interaction.

UNIVERSITY LIVING | Sr. Product Design Lead

Jan 2020 - Feb 2021 | Noida

At University Living, I redesigned the SaaS platform, improving UX and increasing conversions by 25%. I developed a new brand identity, UI language, and marketing design templates, ensuring visual consistency. I optimized search, booking, and onboarding flows, enhancing user journeys. Leading a team of five designers, I delivered award-winning campaigns, strengthening the brand's digital presence and engagement.

ANDAMEN | Sr. UI/UX & Creative Designer

Dec 2018 - Jan 2020 | Gurgaon

Revamped the UX and UI design for the brand, increasing traffic by 110% and conversions by 40%. Developed a membership module that significantly improved customer retention. Led brand storytelling, social media strategies, and automated email campaigns, growing the brand's audience by 20K+ users.

RELIANCE JIO | UI/UX Designer

Dec 2014 - Feb 2018 | Navi Mumbai

Designed the Jio HealthHub App across multiple platforms, including iOS, Android, KaiOS, and web. Developed Doctor & Hospital Dashboards, streamlining workflows for healthcare professionals. Created a scalable design system, reducing design-to-development time by 40% for over 5M+ users.

UNIKOVE TECHNOLOGIES | Interaction Designer

Nov 2013 - Dec 2014 | Noida

Designed mobile apps, websites, and campaign microsites for KFC India, Pizza Hut India, and Vestige. Enhanced user engagement and conversion rates through interactive experiences and seamless UI designs.

LOG5 COMMUNICATION | Visualizer

Jun 2013 - Oct 2013 | Mumbai

At Log5 Communication, I designed branding, logos, and print materials for major clients, including Reliance Security and The Voice of Lohana. I also developed color palettes for Narolac's emulsion line, ensuring a strong visual identity across campaigns.

EDUCATION & CERTIFICATIONS

NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT) | Rae Bareli

Bachelor of Design (B.Des) - Product Design (Home & Lifestyle)

2009 - 2013 | Full-time

I hold a B.Des. in Fashion & Lifestyle Accessories from NIFT, Rae Bareli, specializing in product design, fashion forecasting, and brand building, with hands-on experience in CAD modeling, digital fabrication, and industry projects.

CERTIFICATIONS

- **IDEO Design Thinking** Advanced UX Problem-Solving
- **LinkedIn Learning: AI for Designers** Leveraging AI in UX
- **UX Foundation + Prototyping** - Lynda
- **Digital Product Design Learning Path** - LinkedIn Learning (10-course certification)

INTERNSHIPS

FUNSKOOL | Product Design Intern

Nov 2012 - Apr 2013 | Chennai

Designed teethingers and toy sets for Disney's baby toy collection, focusing on child safety, usability, and aesthetics.

U.P. CERAMICS | Product Design Intern

Jul 2011 - Dec 2011 | Gaziabad

Designed a ceramic coffee mug collection and reimaged melamine products, merging aesthetics with functionality.

SKILLS

Design Leadership & Strategy

- UX & Product Strategy
- AI-Driven UX & Automation
- Scalable Design Systems
- Business & Revenue Impact

Branding & Art Direction

- Identity & Campaign Design
- Social Media & Video Branding
- Marketing & Growth Design

UX & UI Design

- User Research & Journey Mapping
- Wireframing & Prototyping
- Usability Testing
- Motion & Accessibility

Tools & Technologies

- Figma, Sketch, Adobe CC
- Rhino, AutoCAD, Miro
- AI/Automation Tools