Ashwin Samuel
Product Designer / UI UX

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I create welcoming experiences for humans through design.

Experience

Oct 2017 – present
UI UX Designer - Spalk Ltd, NZ

I Joined Spalk as their first and only designer. I applied my multidisciplinary design skills to uplift the product, solved 100's of pain-points and made a big impact in the company's growth over the period.
I was responsible for the following:

· Redesigning the .com for the sales/marketing

· Brand development

· Creating design system

· Plan and execute customer interviews and usability testing.

· Research and ideation sessions

· Building UI for various platform within Spalk

· Solved 100's of pain-points with clear UX implementation

· Analysing data

· Tracking the development process

· Maintain the design system by working with the stockholders to
  determine the priority and the impact of new components addition.

· Led the research and design of product features to improve
  customer experience

· Building style-guide and assets library to help marketing team in
  creating contents

· Delivering UX audit and recommendation report to build project timelines

Jun 2017 & Oct 2017
Multimedia Designer - Brewbound, NZ

I joined Brewbound Nz as a Part-Time Graphic Designer
during my studies at Media Design School.
I was responsible for the following:

· Manage the .com

· Plan, design and develop web, graphic and multimedia contents

· Create digital contents for marketing

· Provide support to the social media specialist to help execute
  social media strategy through the creation of compelling video content

References available on request

Education

Multimedia (Design) (BA)
Specialised in Graphic Design
MG University - Kerala, IND
2013 - 2016

Creative Technologies (GradDip)
Specialised in UI UX Design
Media Design School - Auckland, NZ
2017 - 2018

Competency

Product Design
Interaction Design
Rapid Prototyping
Design Research
User Research
Usability Testing
System Design
Storytelling
Journey Mapping
User Interviews

Tool Kit

Figma
Sketch
Invision
Adobe XD
Photoshop
Illustrator
InDesign
Premier Pro
After Effects
Elementor
Wordpress
Pen & Paper

Code / Interaction

HTML
CSS