Ashwin Samuel
Product Designer

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Education

Multimedia (Design) (BA)
Specialised In Interactive Design
MG University – Kerala, IND
2013 – 2016

Creative Technologies (GradDip)
Specialised In UI/UX Design
Media Design School – Auckland, NZ
2017 – 2018

Key Skills

Product Design

Visual Design

UX/UI Design

Design Systems

Information Architecture

User Research

Usability Testing

A/B Testing

Accessibility

Journey Mapping

Wireframing

Prototyping

High–Fidelity Mockups

User Flows

Design Thinking

Problem–Solving

Product Strategy

Cross–Functional Collaboration

Storytelling

Stakeholder Communication

Analytics–Driven Design

Technical Collaboration

Tools

Figma

FigJam

Webflow

Sketch

Adobe Suite

Zeplin

Maze

Dovetail

Notion

Jira

Zeplin

Slack

Google Analytics

Experience

Classic Paints NZ Ltd │ Product Designer
December 2023 – Present

- Led the redesign of the company website and improved internal paint mixing software and POS systems, optimizing sales processes and enhancing user experience.
- Conducted user interviews and usability testing, using data insights to drive design decisions and improve overall product functionality.
- Collaborated with marketing teams to create cohesive content and digital assets, ensuring alignment with brand guidelines.

Spalk │ Product Designer – UI/UX
October 2017 – December 2024

As the sole designer, I led all design efforts, shaping the product and brand direction.

- Redesigned the marketing website, developed brand identity, and created a cohesive design system across platforms.
- Conducted user interviews, usability tests, and research to inform design decisions and improve user interfaces.
- Built a style guide and asset library for marketing, while working with stakeholders to prioritize features and system updates.
- Conducted UX audits, provided actionable recommendations, and used data to refine and enhance the product experience.

Brew Bound │ Graphic Designer
June 2017 – October 2017

- Managed the company's website and executed web, graphic, and multimedia content creation.
- Developed digital content for marketing purposes and supported the social media strategy through compelling video content.
- Established a style guide and assets library for the marketing team, facilitating content creation.