

Ashwini Jadhav

Experience Designer

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Skills

Research

- Business Analysis
- Stakeholder Mapping
- User Centered Analysis
- Usability Heuristics Evaluation
- Accessibility Evaluation
- Usability Testing
- Competitive Analysis

Strategy

- Problem Solving & Analysis
- Cross functional collaboration
- Mind Mapping
- Information Architecture
- User Flow
- Strong Understanding of UX Laws
- Gestalt Laws & Design Principles

Design

- Mobile application
- Web Application
- Wireframe
- High-Fidelity Prototyping (Rapid & Paper)
- Responsive Design
- Design Systems
- Interaction design

Soft Skills

- Strong Communication
- Collaboration Abilities
- Adaptable & Flexible to Work
- Unique Thinking
- Design Tokens

About me

Experience Designer with a strong background in graphic and UI/UX design. I create simple, user friendly digital experiences by understanding user needs and business goals. I enjoy solving problems through design and continuously improving my skills with the latest tools and trends.

Professional experience

● Integrative Systems India Pvt. Ltd.

● Designation	Graphic and UI / UX Designer
● Date	26 th September 2018- 17 th January 2025
● Total Experience	6 year 3 months
● Work Location	Pentagon-II, Magarpatta, Pune.
● Work Description	Created print ready designs while following brand guidelines. Designed simple wireframes and UI screens for web and mobile, worked with different teams, and checked all details before delivery to ensure high quality work.

● Affinity Express PVT. LTD.

● Designation	Graphic Designer
● Date	19th December 2016- 28th August 2018
● Total Experience	1 year 8 months
● Work Location	EON IT park Kharadi, Pune
● Work Description	Worked as a Graphic Designer for OSS and Vistaprint teams, creating print and digital marketing materials like brochures, banners, and ads. Customized designs as per client needs, prepared print ready files, followed brand guidelines, and delivered projects on time.

Languages

- HTML
- CSS
- Basics of JavaScript

Design Process

- Agile UX
- Lean UX

Awards

Hats Off Award

Integrative Systems India Pvt. Ltd.
2020

Performance Award

Integrative Systems India Pvt. Ltd.
2021

Star of the Quarter

Integrative Systems India Pvt. Ltd.
2023

UX case study

Artzone- Artwork Rental Mobile Application

- Conducted user research and created user flows, wireframes, and high-fidelity UI.
- Designed AR View and AI-powered features to improve artwork discovery and decision-making.

<https://ashwinijadhav.com/artzonecasestudy/>

Netflix Redesign

- Improved content discovery, navigation, and homepage usability.
- Used UX principles and interaction design to create simple and easy-to-use UI screens.

<https://ashwinijadhav.com/netflixcasestudy/>

Mailbrew Redesign

- Redesigned homepage to improve content hierarchy, navigation, and visual clarity.
- Applied responsive design and UI/UX principles to enhance the overall user experience.

<https://ashwinijadhav.com/mailbrewcasestudy/>

Certifications

- Graphics and automation Certification inDisha Institute 85% with A+ Grade.
- Participated in Certificate Designing Competition.

Education

●	Certified User Experience Design	2026
	Midas Multimedia, Shivajinagar Pune	
●	Advance Diploma In Graphic, Web Designing & Digital Marketing	2015
	EDIT Institute, Pune	
●	Bachelor of Commerce	2013
	Haribhai V. Desai College (University of Pune)	
●	Higher Secondary Certificate	2010
	Ratanben Chunilal Mehta Gujarati High School, Pune (Maharashtra State Board)	
●	Secondary School Certificate	2008
	Agarkar High School, Pune (Maharashtra State Board)	

Tools

				
MockFlow	Framer	Spline 3D	Illustrator	Photoshop
				
Adobe XD	InDesign	After Effects	Figma/FigJam/ Figma Sites	

Generative Ai

				
Perplexity	Chatgpt	Gemini	Adobe Firefly	Claude
				
Prompt Engineering	Google Antigravity			