# Aakash Sanghvi

UX DESIGNER

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## PROFILE

I am a Marketer turned UX Designer with 10+ years of experience in marketing, events, e-commerce and international education. Over the years, I have discovered myself to be adaptable, optimistic and resilient. Having worked on an LMS portal during my latest stint, I realized my interest in helping users experience the product in the most user-friendly and meaningful manner. I also observed how this resonated with my empathetic personality. As a UX Designer, I want to help brands deliver exceptional experiences so their users can lead a more intentional lifestyle.

## SKILLS

Figma
Copywriting
Storytelling
Webflow
Adalo

## EXPERIENCE

### Business Development Manager | Mission Career Center

APR 2020 - DEC 2021, AHMEDABAD, IND

- Spearheaded the student visa department resulting 300% growth in enrollments
- Liasoned development of LMS portal for IELTS studies that was later made available to 5000+ students
- Led B2B White-labelled SaaS sales of IELTS LMS to partners and newer associates, 18 new partners in 6 months

### Marketing Manager | M Square Media Canada

OCT 2018 - MAR 2020, AHMEDABAD, IND

- Represented USA colleges/universities in India building a network of 800+ agents
- Conducted student seminars and spot evaluations on behalf of consultancies, counselled over 700+ students
- Developed media plans and assisted the International team on their India visits, handled 60+ seminars in 24 months

## EDUCATION

### BrainStation | Diploma, User Experience Design

SEP 2022 - DEC 2022, VANCOUVER, BC

### University Canada West | MBA (Ongoing)

JAN 2022 - MAR 2023, VANCOUVER, BC

- Electives: Design Thinking, E-Commerce and Agile Project Management

## PROJECTS

### Arrived - Scoot to Safety

SEP 2022 - DEC 2022, UX Bootcamp Capstone Project

- Solo UX/UI Project, 12 weeks
- HMW - How might we help prospective e-scooter riders feel safe operating a scooter for them to use it?

### UCW We are 1

JUL 2022 - SEP 2022, Design Thinking group project

- Group Project, 10 weeks
- Roles: UX Researcher, Copywriter and Visual Designer
- HMW - How might we support UCW International Students so that they feel more social and accompanied?