

SHREYASI ASHTA

UI / UX DESIGNER | INDUSTRIAL DESIGNER | GRAPHIC DESIGNER

Shreyasi_ashta@hotmail.com
647-633-7547
<https://www.linkedin.com/in/shreyasiashta/>

EXPERIENCE

Designer | Consultant

MAY 2022 - Present (relocated from India to Canada)

- Experience in creating professionally designed stationery, brochures, leaflets, newspaper ads, hoardings, and other promotional materials.

Lead Industrial Designer | VKJ India Ltd

DEC 2012 - MAY 2022, INDIA, Chandigarh

- Incorporated various new product categories in home decor.
- By incorporating innovative design trends and my concepts, achieved great success for global businesses.
- Experience in coordinating and achieving success at both Indian and International trade shows.

Industrial Designer | Ujjala Exports

NOV 2011 - NOV 2012, INDIA, Delhi

- Successfully designed Lighting products for the international market.
- Coordinated and succeeded at Indian & International trade shows.

Industrial Designer | La Opala Rg Ltd

NOV 2010 - NOV 2011, INDIA, Kolkata

- Developed innovative designs and forms for surface ornamentation in tableware & drinkware products for the Indian market.

EDUCATION

BrainStation | Diploma, User Experience Design

APR 2023 - JUNE 2023, TORONTO,

National Institute of Design | Postgraduate, Industrial Design

April 2008 - NOV 2011, India, Ahmedabad

Delhi College of Arts | Graduate | Graphics Design

April 2004 - March 2008, India, Delhi

PROJECTS

Capstone

- Mobile application for kids against excessive screen time.

Hackathon

- Microsoft x BrainStation

SKILLS

Design Methods

Understanding Design Brief | Research | Problem-Solving | Storytelling | User-Centric Design | Agile Methodology | Collaborative Working | Iterations | Brainstorming | Quantitative & Qualitative Analysis | Heuristic Report Analysis.

Design Tools

Figma | Fig jam | Adobe suite | InDesign | Pop App | MS Office

Figma

Wire frame | Low Fidelity | Hi-fidelity frames | Prototype.

PROFILE

Creating intuitive and user-friendly interfaces that positively impact people's lives is highly motivating for me. It is a field that requires both creativity and analytical skills, which keeps me committed and challenged.

With a diversified design background, I approach UX design from a unique perspective, strengthening my creative ability to develop effective and engaging interfaces.

My passion for UX design is because of its potential to improve how we interact with people via technology.

I am excited to expand my knowledge and develop my skills as a professional in this dynamic industry.