A b h i s h e k   P   A n a n d

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Portfolio: www.abhishekpanand.com

User Experience Designer with 3+ years of experience, transitioning from mechanical engineering to design. I bring a unique blend of technical expertise and creative passion to craft user-centric products that deliver measurable results and spark joy.

Experience

MAR. 2024 – PRESENT
Freelance UX Design Consultant | Active Neuronz | Remote
- Led 6+ projects, spanning mobile apps, dashboards, websites, branding, and packaging.
- Partnered with cross-functional teams to translate user needs into intuitive, visually appealing designs.
- Drove user-centered design processes, improving user engagement and satisfaction.

FEB. 2024 – MAR. 2024
Freelance Product Strategist and UX Designer| MockerView | Remote
- Collaborated with founder to design an AI-powered interview platform, focusing on user onboarding and experience.
- Developed wireframes, mockups, and high-fidelity prototypes for key features and flows.

OCT. 2022 – DEC. 2023
Senior Research Designer| Bert Labs Pvt. Ltd. | Bangalore, India
- Led cross-functional teams to research, design, and develop user-centric dashboard interfaces for Industrial applications for improving operational efficiency and decision-making through effective data visualization.
- Spearheaded the design and development of a design system to facilitate scalability across projects.
- Managed and mentored designers and developers, ensuring successful delivery of intuitive interfaces.
- Conducted extensive user research, applying data-driven insights to optimize designs and enhance user experience.

JUL. 2022 – SEPT. 2022
User Experience Designer| Ogee Studio India Pvt. Ltd. | Pune, India
- Led design of investor-focused web and mobile applications, incorporating new features and enhancing UX through user journey mapping and flows.
- Improved usability of web-based drive monitoring systems for B2B clients.
- Created and refined design systems for multiple projects.
- Conducted client meetings to present design progress, gather feedback, and collaborate on iterative improvements to meet project goals.

JAN. 2022 – MAY. 2022
Product Design Intern | Butterfly Edufields Pvt. Ltd | Hyderabad, India
- Led design and development of 4-in-1 transformation car toy for kids, launched on Amazon.
- Conducted user research (journey mapping, empathy mapping) to understand target audience.
- Iterated designs based on user testing with children, incorporating feedback to refine the final product.

APR. 2018 – OCT. 2018
Associate I| Convergys India Service Pvt. Ltd. | Bangalore, India
- Triaged and resolved complex technical issues within Microsoft Windows environments.
- Implemented system optimizations to enhance performance, stability, and user experience.

FEB. 2018 – MAR. 2018
Design Engineering Intern | Falcon Engineering Solutions | Bangalore, India
- Collaborated on design and development of portable shelter systems using Creo and SolidWorks.
- Assisted in creating 3D models, technical drawings, and prototypes, ensuring adherence to design specifications and quality standards.

Skills

- UX Design and Research: User Experience (UX) Design User-Centered Design, User Research, Usability Testing, User Experience Testing, User Journey Mapping, Customer Journey Mapping, Information Architecture, Task Analysis, Workflow Analysis, End-User Research, Systems Design, Product Ideation, Site-mapping, Interaction Design, Information Design, Prototyping, Wireframing, User Flows, User Interviews, Surveys, A/B Testing, Heuristic Evaluation, Accessibility, Responsive Design
- Product Design and Development: Product Design, Product Development, Product Innovation, Product Launch, Packaging Design, Toy Design, Instruction Design, Rapid Prototyping, Product Sketching, 3D Modelling
- Visual Design and Branding: Visual Design, Design Systems, Branding, Logo Design, Packaging Design, Graphic Design, Visual Design
- Software and Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Solid Works, AutoCAD, Autodesk Fusion 360, Wireframe.cc, Framer, Visily.ai, Wix, WordPress, Origami

Education

JAN. 2024 – PRESENT
Master of Arts (M.A), Psychology | Indira Gandhi National Open University (IGNOU) | Delhi

Aug. 2020 – Jul. 2022
Master's in Design (M.Des.), Product Design | MIT Institute of Design | Pune

Aug. 2012 – Jul. 2016
Bachelor of Engineering (B.E.), Mechanical Engineering | Visvesvaraya Technological University | Managlore

Activities

Movie • Books • Art • Write