

# Ashutosh Lawange

## PRODUCT DESIGNER

I am a Product Designer who is passionate about blending technology and aesthetics to craft user interfaces. With a diverse background in B2B, B2C, and SaaS products my goal is to create accessible and delightful digital experiences for businesses, and collaborate with cross-functional team to make an impact through Design.

## WORK HISTORY

### UI/UX Designer / Smart Energy Water

August 2023 to Present / Full-time, Delhi, India

- **Smart Mobility Workforce (SMW) for an Apple Watch:-** Conducted research, and streamlined all the features of SMW existing app, Implemented it with one-tap efficiency in Apple Watch while understanding all the IOS guidelines.
- Closely worked with developers and project managers, delivered impact full product in 2 months an efficient agile product delivery.
- **Solstice Gas mass market web dashboard:-** Efficiently managed to change clients web dashboard flow to align with new brand guidelines (as per design system).
- Iterated Mass market dashboard and sent to development in 30 days, increased efficiency by finishing project within timeline.
- **TATA Power:-** Designed the hero section of TATA power's customer facing web home page which showcases consumption of electricity, solar and E- mobility at one glance, making it highly accessible and functionality creates 78% less friction.

### User Experience and System Designer / HDFC Life

August 2022 to August 2023 / Full Time, Mumbai, India

- Partnered with Product Manager and Analysts at HDFC Life to develop a robust Application 'Login to conversion" (LoCo), resulting in a 50% increase in user engagement and impacting insurance sales.
- Engaged with Sales-tech team, leading weekly design presentations to promote digital Design, focusing on User Interface and Product Experience.
- With wireframes and high-fidelity prototypes, leveraged design thinking and user research, crafted advanced journey of finance sales product.

### UI/UX Design Intern / Dehaat

January 2022 to July 2022 / Internship, Remote

#### Redesigning home page of DeHaat's website:-

- With the design team I analyses the current website layout and understood Complete brand guidelines, for consistent agile product delivery.
- Conducted customer interviews to understand user, business needs and market dynamics bring first prototype to 65% product market fit.
- Applied low-fidelity prototyping to iterate, constantly refine the design and user experience to make maximum impact.

### UX Design Intern / Codemischief

September 2021 to January 2022 / Internship, Remote

- With product managers and developers I helped improve UI of a medical lead generation application for medical practitioners Called 'Healo' which revolves around Government Health ID and patients Confidential medical data.
- Project contained 4 major flows nd total 150 android Mobile screens I managed to deliver entire project with design research in 4 months improved delivery efficiency bt 50%.

### Product Design Intern / IndieGood

May 2021 to August 2021 / Internship, Ahmedabad

- Being a part of the Design team worked to develop sustainable and handcrafted "Dog bedding" by understanding 100% the Brand's aesthetic and Indian craft heritage.
- Conducted Design research, Led to market and potential clients for informed design decisions, by tailoring the design to specific user needs. Executed efficient prototyping for the final product in three months.

 [Portfolio Link](#)

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 Delhi, India

## EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, MUMBAI

Bachelors In Design | 2018-2022

Specialisation In User Interface and Experience Design | HCI, HCD

8.3 CGPA Meritorious Student Rank-1 | Graduation Award

## TOOLS

Figma  
Invision  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Chat GPT, AI  
Spline  
Notion  
Procreate  
Excel

## CODING LANGUAGES

CSS  
HTML

## SKILLS

Interface Design  
Design Systems  
User Research  
Prototyping  
Wireframes  
Prompt Writing  
Visual Design  
Design Research  
A/B Testing  
Information Architecture (IA)

## ADVANCE CERTIFICATIONS

1. UX Design Specialization from Google provided by Coursera
2. California Institute Of The Arts (Course)  
-The Language Of Design: Form and meaning

## SOCIAL MEDIA

 [Dribbble](#)  [Linked-in](#)