

Adesh Singh

Associate UX/UI designer

singhadesh.com

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Skills

User Research, Usability Testing, User Persona Development, Visual Design, Motion Design, Brand Identity Design, Product Management, Information Architecture, Iterative Prototyping, Design for Accessibility, Wireframing, User Interface Design, User Flow Mapping, Cross-platform Design, Competitive Analysis, Design Leadership.

Tools

Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Wireframe.cc, Proto.io, Zeplin, Asana and Notion

Work Experience

Groto

Associate UX/UI designer

April 2023 - Current

- Collaborated with cross-functional teams on various projects, including 2 individual outsourcing projects, where I received direct feedback from CEOs and CTOs.
- Managed the end-to-end client engagement process at the agency, from initial discovery calls to final handover, earning positive feedback and appreciation from founders.
- Conducted UX audits, competitive analytics, and developed user personas. Established a design system using atomic methodology, with an agenda to creating reusable components.

CogniVed Solutions

UX/UI design Intern

June 2022 - August 2022

- Established a robust design system and local styles in Figma from scratch. Conducted competitive analytics and executed three rounds of user testing with 10 participants.
- Collaboration between design and development teams by utilizing Zeplin to transmit designs and performing quality checks post-development.
- Achieved a notable increase of 10k new users within a month and garnered positive feedback on the enhanced user experience.

Rhym.io

UI design Intern

February 2022 - April 2022

- Initiated the creation of a dedicated section on the website for popular gamers, enabling them to monetize their game tokens or NFTs to their fan base. Designed individualized pages for each gamer, offering multiple customizable layout templates to enhance user accessibility and personalization.
- Achieved sales of over 100 tokens, generating revenue exceeding \$2,000 within a week, while garnering positive feedback from gamers' fans who embraced the NFTs

OnlineKabadi.in

UX/UI designer

June 2020 - August 2020

- Initiated the project, establishing layout and brand guidelines from scratch, and achieved 500-plus customers in 2 months.
- Designed a web-responsive interface using Figma, ensuring seamless user experience across devices, and received good feedback in user testing. Developed UI mock-ups, wireframes, and prototypes to enhance website functionality and aesthetics.

Education

Master of design in UX

2021 - 2023

DIT University, Dehradun

Bachelor of technology, CSE

2017 - 2021

AKTU University, Noida

12th standard (High School)

2016 - 2017

Modern School, Noida