

ASHIK D

Product Designer ◇ Frontend Engineer

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PROFESSIONAL EXPERIENCE

Freelance Product Designer & Frontend Engineer

Remote

Independent

06/2022 - Present

- Led end-to-end product design – research, wireframes, prototyping, usability testing – for enterprise SaaS and consumer clients across India and the US, guiding development teams through detailed handoff and knowledge-transfer sessions.
- Designed a data-dense employee sentiment analytics platform for an enterprise low-code/workflow client under NDA – reduced a cluttered dashboard concept to a clutter-free, tested flow that outperformed the client's original brief in usability testing.
- Delivered responsive, animated web apps and dashboards for clients spanning charity, e-commerce, and event-management verticals.

Saasvaap Inc. (Intern)

On-Site

Android Developer

01/2025 - 02/2025

- Worked as an Android Developer for Saasvaap Inc. in Trivandrum, India.
- Developed a mobile app using Android Studio with Java and XML.

EDUCATION

Amrita College Of Engineering and Technology

Nagercoil, India

B.Tech in Artificial Intelligence and Data Science

2023 - 2027 (expected)

- CGPA: 8.2

PROJECTS

Sentio - Employee Sentiment & Wellbeing Platform

Confidential (NDA)

Solo Product Designer (UX + UI)

18-day sprint

- Redesigned a light, avatar-heavy dashboard into a dark, data-first system using Sankey diagrams, hex-grid org maps, and calendar heatmaps to show density without clutter.
- Ran informal usability testing (12 participants) pitting a data-rich screen against a clutter-free one; clutter-free won unanimously and shaped the final direction. Approved by the client for development.

Speedo - Regional Ride-Hailing App

Confidential (NDA)

Solo Product Designer (UX + UI)

1–2 months

- Designed a full rider-facing UX/UI system – onboarding, ride booking, live tracking, and payments – as a localized alternative to Uber/Ola for a regional market client.
- Validated the flow through general usability testing with 30 participants before final handoff.

Mekark Structures - Website Revamp

Confidential (NDA)

Solo Product Designer

1.5 months – designed, awaiting development

- Designed 8 landing pages – Home, About Us, EPC Solutions, Warehouse, and more – for a Chennai-based industrial EPC/PEB contractor's full website revamp.
- Iterated through multiple direction and style rounds directly with the client before landing on the final approved design.

Ragnaur - Dog Charity Rescue Website

Preview

UI/UX, Next.js, React.js & Framer Motion

03/2025 – 04/2025

- Rescue and food assistance platform for the SidFrequency YouTube channel.
- Developed using Next.js, Tailwind CSS, and Framer Motion to ensure a fast, responsive, and animated UI.

SKILLS

Design: Figma · Prototyping · User Research & Testing · Design Systems · Client Direction Iteration

Frontend: React · Next.js · Tailwind CSS