







Aakash Kapoor

Lead Product Designer

CONTACT

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-  Portfolio link

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EDUCATION

Arena Multimedia
B.Sc in animation and multimedia
Regular | 2012

Delhi University
B.Com
Correspondence | 2010

Laxman Public School
10th - 12th
CBSE | Central Board of Secondary Education
2005 | 2007

SOFTWARE

-  Figma
-  Sketchapp
-  Photoshop
-  Illustrator
-  Invisionapp
-  Zeplin

PROFESSIONAL PROFILE

I am a passionate UX/UI designer who has **11 years** of experience creating digital interface designs and services for the end-user. Every platform demands a unique set of skills, but the principles are the same: beauty, simplicity, and ease of use. I have also gained valuable experience in project ownership and have built digital products from scratch.

Specialties are:

User Experience, User Research, User Flows and Journeys, Information Architecture, Wireframing, Prototyping, Personas, User-Centered Design, Creative Direction, Visual Design, Mobile Native Apps for iOS & Android, Responsive Web.

WORK EXPERIENCE

Vedantu | Lead Product Designer | September 2021 - Present

Currently leading the design team for Vedantu's Autosale initiatives (customer acquisition) which includes product discovery and purchase, free content consumption journeys. Also, leading efforts towards design system set-up and adoption. Currently handling a team of **5 Designers** which include Sr. Product Designer, Product Designer & UX writers.

Noon | Lead UX Designer | Jan 2020 - September 2021

At Noon, I created problem-solving high-quality designs for **NowNow (an online demand service based in Dubai)**. My role was to do qualitative and quantitative user research and on the basis of the research and exploration, design the end user's application for Android, iOS platform and a Merchant Portal and Logistic Portal.

SHEROES | Sr. Interaction Designer | Sep 2017 - Jan 2020

The work at Sheroes involved creating problem-solving high-quality designs starting from wireframes to visuals, generating concepts on basis of user research & creating workflows, storyboards & prototypes to communicate them. Interacted with the product management and engineering teams for the implementation of the designs. I lead a team of **5 designers** and worked using agile methodologies and worked in sprints.

Appster | Sr. UX/UI Designer | Mar 2016 - Sep 2017

Worked as a Senior UI/UX Designer. I worked with different startups during my tenure at Appster. My responsibilities included mentoring fellow designers, interacting with clients and understand their requirement and then according to user stories create a sitemap, wireframe, mood board, and visuals designs. Worked with key stakeholders to understand their business needs and solved their problems while advocating best practices followed by the industry for user-centered design (UCD).

Kelltontech Solution Ltd | UI Designer | Sep 2012 - Feb 2016

At Kelltontech I worked with different enterprise and startups. Few companies that I worked with were **Snapdeal(Real Estate) 3D view, Musafir (Android App), Aegonlife(Responsive web), Car24(Android app), Groupon**. Worked as core team member for making design strategies and built products from scratch.

INOX APPS | Graphic / UI Designer | Sep 2011 - Aug 2012

Worked as a Graphic /UI Designer and successfully translated the game character sketches into the digital designs. Created design theme and graphics for in-house projects for Android apps and games.