

## ASHISH JOSHI

Senior System UI Design Engineer  
Parken Solution Pvt Ltd  
Jaipur (Rajasthan)

**Phone:** +91 9602605927

**Email:** ashishduttjoshi@gmail.com

**Address:** 182/84 shri brij nidhi ji ka mandir tripolia  
bazar jaipur (Raj)

## SUMMARY

Dedicated Senior UI Designer and UI Developer with over 10 years of expertise in crafting digital interfaces. Strong command of Adobe Creative Suite and Figma, with a significant portfolio reflecting a passion for marrying aesthetics with user-focused design principles.

I am a creative, professional, and committed UI Designer and UI Developer working experience in the industry. In my professional career I had Designed all site's from start to finish using clean hand coded. Redesigned old pattern webs to new responsive webs. Designing email templates for the client's websites and Mobile Application Design.

In my career achive new technology learning react js designing and implement to intall new strach project with npx and using npm packages working with components and usestate in react js.

## WORKING EXPERIENCE

### UI Designer and Frontend Designer

04/2022 Present

#### Parken Solution

Jaipur, India

- Directed the redesign of a major e-commerce platform, increasing user engagement by 40% through intuitive interface design.
- Managed a team of 5 designers, providing mentorship and setting graphical standards which led to a 30% improvement in project delivery time.
- Initiated regular cross-functional workshops with the product and development teams, resulting in streamlined communication and a 25% faster iteration cycle.
- Overhauled the visual identity of a startup's mobile app, which boosted customer ratings to 4.8 stars on the App Store.
- Implemented a responsive design strategy for web applications, enhancing user experience across various devices and contributing to a 22% rise in subscription rates.
- Developed an internal library of reusable design components, reducing project conceptualisation time by 15% and ensuring brand consistency.

### UI Designer & Web Ui Designer

06/2020 To 03/2022

#### iCloud Ocean

Gurgaon, India

- Pioneered the implementation of an A/B testing framework for UI components, resulting in a 10% increase in user conversions.
- Contributed to the creation of an in-house design system, which was adopted company-wide and reduced design discrepancies by 35%.

- Spearheaded the redesign of the company's primary product interface, leading to a 20% increase in monthly active users.
- Collaborated closely with product managers to translate business requirements into user-centered design solutions, achieving a user satisfaction score of 90%
- Developed comprehensive UI documentation that facilitated better onboarding for new design team members and increased team efficiency.

## UI Designer & Web Ui Designer

04/2013 To 12/2019

### Dotsquares

Jaipur, India

- Designed visual elements for over 150 websites, adhering to strict brand guidelines and achieving a client satisfaction rate of 95%.
- Instrumental in establishing a user testing framework, which led to a deeper understanding of user behaviours and preferences.
- Revamped company marketing materials, resulting in a 20% increase in lead generation over Q2 and Q3.
- Trained junior designers in best practices for web graphics which contributed to a more cohesive team output and reduced the need for revisions by 25%.

## Skills

### Using UI Designing Tools :



Photoshop



Adobe XD



Figma

### Using UI Frontened Developing Languages :



HTML 4.0



CSS 2.0



HTML 5



CSS3



SCSS



Less CSS



Javascript



React Js

### Using UI Frontened Designing Frame Work



Bootstrap



Tailwind CSS

## Some Major Web Projects

### [Odworks](#)

Link: [odworks.com](http://odworks.com)

### [Youcanbook.me](#)

Link: [youcanbook.me](http://youcanbook.me)

### [Carvago](#)

Link: [carvago.com](http://carvago.com)

### [Challengers S.](#)

Link: [challengersports.com](http://challengersports.com)

### [Polcode](#)

### [Blablacar](#)

### [Cabify](#)

### [Avanse](#)

Link: [polcode.com](https://polcode.com)

Link: [blablacar.co.uk](https://blablacar.co.uk)

Link: [cabify.com](https://cabify.com)

Link: [avanse.com](https://avanse.com)

## Some Major Mobile Apps Projects

[Hygea](#)

Link: [Hygea](#)

[Sweepy](#)

Link: [Sweepy](#)

[My Tea Pal](#)

Link: [My Tea Pal](#)

[Yatri Sathi](#)

Link: [Yatri Sathi](#)

## Key Achievements

### E-commerce Redesign Success

- Led a major e-commerce platform redesign that resulted in a significant 40% uplift in user engagement within six months post-launch.

### Mobile Application Scratch Design and Redesign Success

- Led a major mobile apps design and redesign that resulted in a significant 40% uplift in user engagement within six months post-launch.

### Efficiency in in Design Team Leadership

- Managed a diverse team of designers, increasing project delivery efficiency by 30% through targeted mentorship and streamlined design processes.

### Subscription Enhancement via Responsive Design

- Implemented innovative responsive design strategies that contributed to a notable 22% increase in web application subscription rates.

### React JS Designing

- In my career achive new technology learning react js designing and implement to intall new strach project with npx and using npm packages working with components and usestate in react js.

## EDUCATION

**Bachelor of Commerce**

07/2006 To 06/2009

**University of Rajasthan**

Jaipur, India

**Arena Multimedia Diploma**

01/2010 01/2011

**Arena Web Design & Multimedia**

Jaipur, India

## LANGUAGES

Hindi

English