Aastha Mairal

User Experience Designer

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Experience

Wipro Ltd. | Stellantis

Experience Designer

Dec 2022- present

Working with Stellantis ,in the Digital Innovation Department implementing ideas that can be adopted in the upcoming models and applications. Creating 5+ POCs and MVPs along with end-to-end multi-disciplinary projects & initiatives globally. Designed Mobile applications, websites, dashboards and conducted reviews and user interviews across the globe. Transforming ideas into successful products and features enhancing user experience and enabling profitable business.

Red Baton Studio

UX Designer

Jan 2022-May 2022

Designed a mobile application as a CSR initiative within 12 weeks that helps cancer survivors and patients with online dating and social interactions. Conducted extensive user research including interviewing cancer survivors to create a product that truly caters to solve user pain points. Designed a data management dashboard for an Edtech brand which simplified tasks and syllabus tracking for teachers.

Bajaj Capital Ltd.

UX Designer

Jun 2021- Aug 2021

Worked on multiple financial planning products to conduct design reviews, usability tests and market research. Redesigned their digital mutual fund platform in 8 weeks to achieve better user experience keeping up with latest trends and customer feedback. Designs were well received by the business leadership.

Skin Lens

UX UI Designer

April 2021- May 2021

Designed a health prognosis application. Conducted extensive research , converted viable user insights into effective tangible solutions and delivered an MVP in less than 8 weeks time.

Education

Bachelor of Design in Fashion Communication   Batch 2018-2022

National Institute of Fashion Technology, Hyderabad

Senior Secondary School   Batch 2018

Shalom Hills International School, Gurugram

Skills

User Experience Design	HCI
Design Thinking	Agile Methodology
Research and Analysis	Visual Design
Strategy Planning	Market Study
Prototyping and Wireframing	Usability Testing

Tools

Figma	Generative AI Tools	Adobe Photoshop
FigJam	Microsoft Office	Usertesting.com
Miro	Adobe Illustrator	Adobe InDesign

Recognition

Received **#OutsideTheBoxThinker** award on the internal company platform by senior designer in the team. Appreciated for conducting a beginner's tutorial about Figma for the communications team. Recognized for timely delivery of work assuring excellent quality. Received recognition for presenting a detailed heuristic analysis to the entire Digital experience team.