

Aastha Mairal

User Experience Designer

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Experience

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| <div><div>Wipro Ltd. Stellantis</div><div>Experience Designer</div><div>Dec 2022- present</div></div> | <div>Working as a BOT employee with Stellantis in the Digital Innovation Department. Creating 5+ POCs and MVPs along with end to end multi-disciplinary projects & initiatives globally .Transforming ideas into successful products and features enhancing user experience and enabling profitable business. Designed Mobile applications, websites, dashboards and conducted reviews and user interviews across globe.</div> |
| <div><div>Red Baton Studio</div><div>UX Designer</div><div>Jan 2022-May 2022</div></div> | <div>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.</div> |
| <div><div>Bajaj Capital Ltd.</div><div>UX Designer</div><div>Jun 2021- Aug 2021</div></div> | <div>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.</div> |
| <div><div>Skin Lens</div><div>UX UI Designer</div><div>April 2021- May 2021</div></div> | <div>Designed a health prognosis application. Created viable user insights collected to extensive research into effective tangible solutions and delivered an MVP in less than 8 weeks time.</div> |

Education

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| <div><div>Bachelor of Design in Fashion Communication</div><div>Batch 2018-2022</div><div>National Institute of Fashion Technology, Hyderabad</div></div> |
| <div><div>Senior Secondary School</div><div>Batch 2018</div><div>Shalom Hills International School, Gurugram</div></div> |

Skills

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| <div>User Experience Design</div> <div>Design Thinking</div> <div>Research and Analysis</div> <div>Strategy Planning</div> <div>Prototyping and Wireframing</div> | <div>Design Review</div> <div>Agile Methodology</div> <div>Visual Design</div> <div>Market Study</div> <div>Usability Testing</div> |
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Tools

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| <div>Figma</div> <div>FigJam</div> <div>Miro</div> | <div>Generative AI Tools</div> <div>Adobe Creative Cloud</div> <div>Microsoft Office</div> |
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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 communications team. Received recognition for presenting a detailed heuristic analysis to the entire Digital experience team.