

# AASTHA PURUSHOTTAM KABRA

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## Education

2018-2022	<b>Indian School of Design Innovation- Parsons</b> <i>Undergraduate Diploma in Product Design; Grade: 93%</i>	<b>Mumbai, India</b>
2018-2021	<b>Mumbai University- IDOL</b> <i>Bachelor of Arts in Sociology; Grade: 90%</i>	<b>Mumbai, India</b>

## Work Experience

2022- Present	<b>UX Designer, Dr. Reddys Laboratories (August-Present)</b>	<b>Hyderabad, India</b>
	<ul style="list-style-type: none"><li>Defined user flow functionality and created stakeholder &amp; user-friendly B2B portal for the enhanced user journey.</li><li>Created wireframes and Allverz branding followed by Design System and High fidelity screen design.</li></ul>	
2022	<b>Product Design Consultant, Selvel Global (January-July)</b>	<b>Mumbai, India</b>
	<ul style="list-style-type: none"><li>Redesigned B2C website to make it more customer-friendly and improve UI/UX via streamlined user flow</li><li>Developed brand identity through product customization, sales planning, and program implementation to match customer and organizational needs</li><li>Introduced a line of environmentally friendly kitchen and home goods for the company to improve supply chains and product availability</li><li>Created 3D models for production and designed research materials for injection molding to gain broader practical knowledge of product design</li></ul>	
2020-2021	<b>UX Designer, FurniAR (March 2020-March 2021)</b>	<b>Mumbai, India</b>
	<ul style="list-style-type: none"><li>Served as UX designer for a furniture-selling start-up including user requisitions for augmented reality experience</li><li>Supervised 3 designers to work and design websites and furniture's user experience (UX)</li><li>Fostered growth, expansion, and retention of business by helping clients create interactive experiences for purchasing furniture online through the help of AI technology</li></ul>	
2020	<b>Space Designer, Simply Desi (August-October)</b>	<b>Mumbai, India</b>
	<ul style="list-style-type: none"><li>Developed commercial space under the direction of Mr. Jayant Palekar and Mrs. Pooja Jain to support the supply chain, conceptualized in accordance with the Atmanirbhar Bharat scheme</li><li>Employed space planning methods in the creative process to increase agility and create an effective working environment</li><li>Discovered plans to improve user experience using contemporary sustainable design and adhere to client requisitions for maximum customer retention</li></ul>	

## Internship Experience

2022	<b>Intern, UX/UI Design Capstone Project, Pucho Life Science</b>	<b>Remote, United States of America</b>
	<ul style="list-style-type: none"><li>Created biomarker-based application to test COVID and other diseases using audio samples, followed by user testing and screen validation.</li><li>Applied user journey analysis and information architecture to connect with users and make an inclusive application</li></ul>	
2021	<b>Product Design Intern, Oricon Enterprises (November 2020-February 2021)</b>	<b>Mumbai, India</b>
	<ul style="list-style-type: none"><li>Constructed 35-40 3D models in accordance with specifications, designed metal caps, and conducted research for a better user experience.</li><li>Led a 6-membered team to develop sustainable packaging solutions by applying proper tools throughout processes</li><li>Coordinated and effectively executed troubleshooting solutions to minimize bottlenecks in processing clients' projects and complaints.</li></ul>	
2020	<b>Thinking and Research Intern, Think Design (May-June)</b>	<b>Mumbai, India</b>
	<ul style="list-style-type: none"><li>Implemented research techniques learned during an internship in design thinking i.e. user research, data, UI/UX design, and customer experience.</li><li>Utilized design thinking approaches to conduct thorough research on how memes influence and affect politics</li></ul>	
2020	<b>Graphic &amp; Design Research, Kannadlabs Institute of IP and Research (January-March)</b>	<b>Mumbai, India</b>
	<ul style="list-style-type: none"><li>Produced graphic content for the company's social media pages, and researched and edited Information Protocol</li><li>Prepared layouts, concepts, and prototypes based on an understanding of layout rules &amp; aesthetic design principles</li></ul>	

## Volunteering Experience

2017-Present	<b>Co-Founder, Box of Help (August 2017- Present)</b>	<b>Mumbai, India</b>
	<ul style="list-style-type: none"><li>Acquired a thorough understanding of cognitive underpinnings of crucial human behavior and educated women about psychological conditions via 1:1 experience-sharing sessions</li></ul>	

## Additional Skills

**Awards** Winner (**Best Design Awards 2021**), Industrial Design Winner -Project Vita (**IF Design Award, 2021**), Honorable Mention (**European Product Award, 2021**), Honorable Mention, JUMPTHEGAP-Project Swirl (**Sustainable Design Award, 2021**), Honorable Mention (**IDA Design Award, 2021**)

**Certifications** User Experience (**Google, 2021**), UI/UX Course Specialisation (**California Institute of Art, 2020**), Fusion 360 (**Jay Prakash Pandey, 2020**)

**Tools** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe XD, Figma, Autocad, Fusion 360, Rhino, Key shot

**Technical Skills** Primary and Secondary Research, Analysis, Synthesis, Ideate, Discovery, Deliver, Empathy map, Wireframing, Prototyping, Testing product features, User Research, User Testing, Facilitation, Conceptualisation, UI Design, Critical Analysis, Teamwork, Relationship Management, Communication