

# AASTHA PURUSHOTTAM KABRA

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## Education

2018-2022	<b>Indian School of Design Innovation – Parsons New School</b> <i>Undergraduate Diploma in Product Design (3/4 GPA)</i>	Mumbai, India
2018-2021	<b>Mumbai University</b> <i>Bachelors of Arts in Sociology (89%)</i>	Mumbai, India

## Work Experience

2023- Current	<b>Senior UX/UI Designer, Mphasis (HP Company) (April-Present)</b> <ul style="list-style-type: none"><li>Proven expertise in visual and user experience design for HP printers, incorporating hybrid and digital interfaces.</li><li>Validated and enhanced printer usability through inclusive design, ensuring a seamless experience.</li><li>Established a responsive design system for HP's new interface, optimizing user interaction across diverse platforms.</li><li>Developed a scalable, accessible design system for 20+ global workstreams, managing 1,200+ Figma variables to ensure consistency.</li><li>Established visual and behavioural guidelines, refined libraries, and created "do's and don'ts" documentation for designers.</li><li>Conducted usability testing and led training sessions, including Axure-to-Figma migrations.</li></ul>	Bengaluru, India
2022- 2023	<b>Senior UX/UI Designer, Dr. Reddy's Laboratories (August-March)</b> <ul style="list-style-type: none"><li>Managed research projects from conception to completion.</li><li>Conducted research studies, including user interviews, surveys, and usability testing.</li><li>Analysed data and develop insights to inform design strategy.</li><li>Collaborated with cross-functional teams to create innovative and effective design solutions.</li><li>Designed and implemented user flow functionality, delivering a user-centric <a href="#">B2B portal</a> that enhanced stakeholder and business experience throughout the journey.</li><li>Created a stakeholder and business-friendly design system, resulting in an intuitive and streamlined user experience.</li></ul>	Hyderabad, India
2022	<b>Product Design Consultant, Selvel Global (January-July)</b> <ul style="list-style-type: none"><li>Conducted research to gain insights into customer needs and preferences, and implemented findings into the redesign of the B2C <a href="#">website</a>, resulting in improved UI/UX and streamlined user flow.</li><li>Developed a strong brand identity through product customization, aligning customer and organizational needs and increasing brand recognition.</li><li>Diversified the company's product line by introducing a range of environmentally friendly kitchen and home goods, improving supply chains and product availability while demonstrating a commitment to sustainability.</li><li>Demonstrated a broad range of practical knowledge of product design by creating 3D models for production and researching materials for injection moulding, resulting in streamlined production and improved product quality.</li></ul>	Mumbai, India
2020-2021	<b>Product Designer, FurniAR (March 2020-March 2021)</b> <ul style="list-style-type: none"><li>As a UX designer for a furniture-selling start-up, conducted extensive user research to gather requirements and preferences for an augmented reality experience.</li><li>Managed a team of 3 designers in the development and design of websites and furniture user experience (UX), ensuring high-quality standards were met.</li><li>Contributed to the growth and retention of the business by collaborating with clients to create interactive experiences for purchasing furniture online, utilizing AI technology to improve customer satisfaction.</li><li>Leveraged research insights to improve the overall user experience, resulting in increased engagement.</li></ul>	Mumbai, India

## Internship Experience

2022	<b>Intern, UX/UI Design Capstone Project, Pucho Life Science Pvt Ltd. (January- April)</b> <ul style="list-style-type: none"><li>Developed a research-based design strategy for a healthcare company, resulting in a 25% increase in patient satisfaction.</li><li>Utilized ethnographic research to inform the design of a museum exhibit, resulting in a more engaging and informative experience for visitors.</li><li>Conducted a longitudinal study on user behaviour and preferences, informing the design of a new product line for a consumer electronics company.</li></ul>	Remote, USA
2021	<b>Product Design Intern, Oricon Enterprises (November 2020-February 2021)</b> <ul style="list-style-type: none"><li>Constructed 35-40 3D models in accordance with specifications, designed metal caps, and conducted research for better user experience</li><li>Led 6-membered team to develop sustainable packaging solutions by applying proper tools throughout processes</li><li>Coordinated and effectively executed troubleshooting solutions to minimise bottlenecks in processing clients' projects and complaints</li></ul>	Mumbai, India
2020	<b>Space Designer, Simply Desi (August-October)</b> <ul style="list-style-type: none"><li>Developed commercial space under direction of Mr. Jayant Palekar and Mrs. Pooja Jain to support supply chain, conceptualised in accordance with Atmanirbhar Bharat scheme</li><li>Employed space planning methods in creative process to increase agility and create effective working environment</li><li>Discovered methods to improve user experience using contemporary sustainable design and adhere to client requisitions for maximum customer retention.</li></ul>	Mumbai, India
2020	<b>Design Thinking and Research Intern, Think Design (May-June)</b> <ul style="list-style-type: none"><li>Applied research techniques gained during a design thinking internship, including user research, data analysis, UI/UX design, and customer experience, to investigate the impact of memes on politics.</li><li>Employed design thinking methods to conduct comprehensive research on the subject.</li></ul>	Mumbai, India
2020	<b>Graphic &amp; Design Research, Kannadlabs Institute of IP and Research (January-March)</b> <ul style="list-style-type: none"><li>Produced graphic content for company's social media pages, and researched and edited Information Protocol</li></ul>	Mumbai, India

## Volunteering Experience

2017-Present	<b>Co-Founder, Box of Help (August 2017- Present)</b> <ul style="list-style-type: none"><li>Acquired thorough understanding of cognitive underpinnings of crucial human behaviour and educated women about psychological conditions via 1:1 experience-sharing sessions</li></ul>	Mumbai, India
2024- Present	<b>Mentor, Indian School of Design and Innovation (March 2024- Aug 2024)</b> <ul style="list-style-type: none"><li>Mentored Final Year Students to create portfolio and Final Year Jury Projects that matches to todays industry requirement as well as preparing designers to the Corporate Design Ecosystem.</li></ul>	Remote, India

## Additional Skills

Awards	<i>Winner (Best Design Awards 2021), Industrial Design Winner-Project Vita (IF Design Award, 2021), Honourable Mention (European Product Award, 2021), Honourable Mention (IDA Design Award, 2021)</i>
Patent	<b>Vita, Atlas Skill-tech University (Patent Filed)</b> Patent Number - Pending
Certifications	<i>User Experience (Google, 2021), Fusion 360 (Jay Prakash Pandey, 2020)</i>
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, Discover, Deliver, Empathy map, Wireframe, Prototyping, Testing product features, User Research, User Testing, Facilitation, Conceptualisation, UI Design, Critical Analysis, Teamwork, Relationship Management, Communication