

# Avinash Acharya

UX Designer

## CONTACT

**Phone** - +91 7981886309

**Email** - avinashacharya72@gmail.com

**LinkedIn** - in/avinash-acharya-

## SUMMARY

A digital Product Designer focusing on implementing user-centered, data-driven, and business-oriented design. Thrives on using data-backed decisions in order to create products that address user needs and business goals. My best work happens when I'm crafting solutions and championing human experiences in a collaborative and ambitious team.

## EDUCATION

Arunachal University 2020 - 2022

**MBA (International Business)**

Mahatma Gandhi Kashi Vidhyapeeth 2015 - 2017

**Bachelor of Commerce (Hons.)**

Imaginxp 2018

**UX Design** *Certificate*

Arena Animation 2016 - 2017

**Visual Design** *Certificate*

## SKILLS

Quantitative/Qualitative Research Methods, Information Architecture, User Need Identification, Usability Testing, Persona Creation, Insight Synthesis, Wireframing, Storyboarding, Journey Mapping, Heuristic Evaluation, Requirement Gathering

## TOOLBOX

Figma, Sketch, Zeplin, Invision, Balsamiq, Adobe XD, Jira, Adobe Illustrator, Adobe Photoshop

## EXPERIENCE

PTW - **UX Designer**

February 2021 - (Present)

- Led the revamp of project management module (Part of ERP) starting from research to the usability test
- Communicated with stakeholders across the globe using an agile framework in order to take inputs and iterate.
- Led the foundational user research to define the scope of the project.
- Re-defined architecture for multiple client projects by addressing current issues and intercept it with analytical approach.

Agrometrics - **UI / UX Designer**

April 2019 - January 2021

- Led the design vision to set the products language.
- Supervised designers to deliver functional interfaces by maintaining the established standards.
- Converted business requirements from multiple stakeholders into intuitive navigation and design.
- Implemented user-centric features for the existing products to increase user conversion

Grarri Pvt. Ltd. - **Visual Designer**

January 2017 - August 2017

- Re-branded existing products for clients.
- Facilitated concept research and iteration for each product to ensure client and stakeholders satisfaction.
- Created print media designs which led towards company and client growth.