

# Ayush Wanjari

## Product / UX Designer

Email - [ayushwanjari18@gmail.com](mailto:ayushwanjari18@gmail.com)

Linkedin - [linkedin.com/in/ayushwanjari](https://www.linkedin.com/in/ayushwanjari)

Portfolio - [www.ayushwanjari.com](http://www.ayushwanjari.com)

---

*Hello I am Ayush and I am a product designer. I thrive on solving problems and creating delight for users. As a problem-solver with a keen interest in human experience and emotions, expertise in user research and human-centered design enables me to deliver innovative solutions.*

---

### PROFESSIONAL EXPERIENCE

#### 1. Freelance Product Designer ( Contract )

Present

- Translate client ideas into viable products, emphasizing functionality and aesthetics.
- Design web apps, mobile app versions, and MVPs, maintaining a focus on usability.
- Handle various responsibilities to deliver high-quality design solutions.

#### 2. UX and Visual Designer at IBM

6 months internship - 2022

Joined as a designer in WKC Lineage Team

Created an enterprise software tool called Relationship Explorer with my team. It enables more efficient data analysis and informed decision-making by visualizing the relationships between data entities. It's like a complex family tree program for work information.

It greatly enhances the work efficiency and decision-making abilities of professionals in fields such as medicine, technology, automobiles and banking

- Redesigned and optimized an unusable user interface to enhance overall user experience
- Conceptualized and developed a simplified data visualization canvas, Relationship Explorer, resulting in enhanced information scoping and streamlined visual representation
- Collaborated with designers, researchers, and software engineers to gather valuable insights and develop a highly-usable solution
- Iterated through 4-5 rounds of prototyping and utilized IBM Carbon Design System and Elyra Canvas to execute designs, reducing development time and costs
- Played a vital role in securing Relationship Explorer's greenlight for production, and contributed to designing its foundation for further growth.

#### 3. Product Design at Coco Works

Freelance project - 2021

Researched circular economy in packaging, pinpointing brand responsibility for waste.

Created a system design solution and guidelines. Won freelance project from Coco Works in Hyderabad. Consulted to implement sustainable packaging, aiding their sustainability goals.

---

### EDUCATION

#### B.Des - Product Design

Graduated | 2018-2022

Woxsen University - School of design  
Hyderabad , India

---

### SKILLS

User experience, Figma, Interaction design, Typography, Usability, Visual design, User flows, User research, Storyboarding, Mockups, User journeys, Wireframing, User interface design, Communication design, Human-computer interaction, Data visualization, industrial design.