

# Aashay Sunil Dedhia

Senior UX UI Designer | Product Designer

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Location: Mumbai / Remote

## ABOUT ME

Highly motivated UX/UI Designer with 5.5+ years of experience across diverse sectors (FinTech, EdTech, FMCG, etc). I translate user needs into intuitive and engaging interfaces, creating exceptional user experiences. My design philosophy centres on user-centricity, empowering and satisfying users through every interaction.

## EXPERIENCE

### CredAble, Mumbai — Senior UX UI Designer

SEPT 2024 - *PRESENT*

As a Senior UX/UI Designer at CredAble, a fintech leader in supply chain finance, I focus on designing seamless interfaces for borrowers and lenders, streamlining credit processes and enhancing platform efficiency.

### Spinach Experience Design, Mumbai — Senior UX Designer

MARCH 2021 - APRIL 2024 (3.1 yrs)

Worked as a Senior UX Designer, driving seamless mobile & web experiences for a diverse clientele including Prudential, Pine Labs, Club Mahindra, Ring, PM School, and Treebo. My expertise lies in product thinking, conceptualisation, feature mapping, and the full UX design spectrum.

### FoodReady, U.S. (Remote) — Senior UX UI Designer

FEBRUARY 2020 - FEBRUARY 2021 (1 yrs)

As the sole designer, I identified user/leadership needs and pain points, built 100+ screens, and iteratively improved the Food Safety/HACCP UX. Delivered low/hi-fi mockups, and managed dev handoffs & prototypes.

### Freelancer, Remote — UX UI Designer

AUGUST 2019 - FEBRUARY 2020 (7 mos)

Freelanced as a UX designer for stealth startup, built user flow & wireframes (from scratch), empowering professionals to monetise in their free time.

## EDUCATION

### DesignBoat School of UX Design — UX UI Designer

FEBRUARY 2020 - AUGUST 2020

### Welingkar, Mumbai — PGDM Project Management - IT

OCTOBER 2019 - OCTOBER 2021

### DJ Sanghvi College, Mumbai — BE in Chemical Engineering

JUNE 2013 - MAY 2016

## SKILLS

User Research  
Information Architecture  
Interaction Design  
Visual Design  
Prototyping  
Usability Testing  
User Persona  
Wireframing  
Design System  
Customer Journey Map  
A/B Testing  
Responsive Design  
Sketching  
Heuristic Evaluation

## TOOLS

Figma  
Adobe XD  
Sketch  
Miro  
Slack  
Canva  
Invision  
Zeplin  
Jira  
Google Workspace  
Asana  
Zero Height  
WebFlow  
Rotato  
ChatGPT  
Gemini

## LANGUAGES

English, Hindi, Gujarati, Kutchi