

Ashish Aapan

UX Designer

ABOUT

Creating digital experiences that are functional, delightful and mindful of business objectives.

EXPERIENCE

UX Designer / CoFounder

MuzzleFlash Digital

May 2019 - Present

- Designed, developed and launched websites for startups backed by venture capital. Collaborated with product owners to understand the vision, product and UX goals. Developed wireframes, task flows, navigation and interaction patterns to final react applications.
- Research, Scripted and strategized content for startups like Cashify, GoMechanic. (Created a video which went viral and gained 700,000+ views in 3 months).

Technical Instructor

Coding Blocks

Jan 2018 - Jul 2018

- Designed entire coursework and assignments comprising of 3 games, accompanying problem sets and interactive demos.
- Mentored 100+ students about game development using Unity Game Engine.

EDUCATION

Bachelor of Technology (BTech), Computer Science.

Indraprath Institute of Information Technology.

Aug 2013 - Dec 2017 - New Delhi

- Worked on research projects in the domain of Computer Graphics. Developed a G.P.U based path tracer, Volumetric Rendering of MRI and Procedural Terrain Generator.

✉ ashishaapan@gmail.com

☎ (+91) 9958299918

🌐 ashishaapan.com

Research & Analysis

- User Interviews & Surveys
- Card Sorting
- Competitive Analysis
- Heuristic Evaluation
- Affinity Mapping
- Personas
- Statistical Analysis

Design

- Strategy & Vision Presentations
- User Flows
- Wireframing & mockups
- Concept Sketches
- UI Design
- Style guides & pattern library
- Production Redlines
- Interaction Design

Prototyping

- Rapid prototyping using Framer, Protopie
- Interactive flows with HTML/ CSS/ JS, React

Tools & Technologies

Figma, XD
HTML, CSS, JS, React
Python
C#
Unity3D
HLSL
Git