Ashna Monga

UX/UI Designer

CONTACT

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📞 **6479273419**

EDUCATION

Introduction to Psychology Cert.
Yale - Coursera, 2023
Comprehensive course on psychology principles and human behavior

UX Design Cert.
Brainstation, 2022
Applied UX design principles including research, UXUI design and prototyping

Bachelors of Fashion Design Degree
Apeejay Institute of Design, 2012

SKILLS AND TOOLS

Hard Skills
UX/UI Design Principles, Market Research, User Psychology, Persona Development, Wireframing, Rapid Prototyping, Storyboarding, Affinity Mapping, Usability Testing, Information Architecture

Soft Skills
Design Thinking, Thought Leadership, Problem solving, Critical thinking, Team management, Stakeholder management

Tools
Figma, Canva, Sketch, Illustrator, Adobe XD, Photoshop, MS Office, JIRA

PROFILE

Experienced UX designer and artist, adept at fusing creativity with user-centered design to produce engaging experiences. Former entrepreneur skilled in crafting intuitive interfaces through a deep understanding of user insights. Strong collaborator, continuously refining designs for optimal impact. Leveraging 8+ years of entrepreneurial acumen, Ashna brings refined research abilities, design expertise, and end-to-end process proficiency, all contributing to her holistic approach in UX design

DESIGN PROJECTS

- **CAKESTAR | UX/UI DESIGNER | TORONTO**

January 2023- April 2023

Led a user-centric website redesign, conducting in-depth research to identify user pain points. Collaborated with stakeholders, iteratively refining the design to meet user needs and business objectives. Notably, successfully integrated an intuitive online ordering system, vastly improving the customer experience.

- **NIGHT OWL | UX/UI DESIGNER | TORONTO**

September 2022- December 2022

Orchestrated the entire design journey from research to prototyping and crafted an intuitive nightlife planning app. Aimed to address user pain points around social event planning, resulting in a comprehensive solution. Designed a platform for users to discover restaurants, events, activities, etc. tailored to preferences. Remarkably, streamlined itinerary planning and sharing with friends on the same platform, enhancing the overall user experience.

WORK EXPERIENCE

- **Cakestar INC. | Website Designer | Toronto, Canada**
April 2023 - Till Date

- **JK Computers INC. | UX/UI Designer | Mississauga, Canada**
September 2023 - October 2023

- **Cakestar INC. |Store Manager | Lead Artist | Toronto, Canada**
April 2019 - April 2023

- **Sweeth'Art Cakes & Bakes | Business Owner | New Delhi, India**
September 2012 - September 2018