ASHNA MONGA

UX UI Designer

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PROFILE SUMMARY

Experienced UX designer and researcher, 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 comprehensive approach in UX design.

AREA OF EXPERTISE

PROFESSIONAL SKILLS

Design Thinking | Stakeholder Management | Thought Leadership | Agile Methodology | Problem Solving | Critical Thinking and Reasoning

DESIGN SKILLS

UX UI Design Principles | Market Research | User Psychology | Persona Development | Wireframing | Rapid Prototyping | Storyboarding | Affinity Mapping | Usability Testing | Information architecture | Data Visualization

TECHNICAL SKILLS

Figma | Canva | Sketch | Illustrator | Adobe XD | Photoshop | HTML & CSS | MS Office | JIRA | Google Analytics

WORK EXPERIENCE

UX UI DESIGNER   May'2024 – Present

INEO INC.   Toronto, Canada

Key Skills Demonstrated: Responsive Website Design, Social Media Integration, Digital Presence Design

- Employed a design thinking approach to create a comprehensive journey map for the client, providing insights into the user experience and highlighting opportunities for improvement.
- Designing a comprehensive digital presence for a consulting client, aiming to increase client visibility.
- Conducting research and designing flows ensuring a user-centered design approach.

GRAPHIC DESIGNER (VOLUNTEER)   Jan'2024-Jan'2024

SPRINTFOLIO   Miami, Florida

Key Skills Demonstrated: Graphic Design, Figma, Communication, Collaboration, Problem-Solving

- Designed a banner for the company's virtual monthly meet using Figma.
- Conducted collaborative Figma sessions, incorporating constant positive feedback to refine the design.
- The client experienced a significant rise in attendance, marking an impressive 109% growth.

UX UI DESIGNER & WEBSITE DEVELOPER   Apr'2023 – Jan'2024

CAKESTAR INC.   Toronto, Canada

Key Skills Demonstrated: Website Development, Stakeholder Collaboration, Integration of Online Ordering system, Content Strategy Collaboration, Digital Marketing Strategy Leadership, Data Driven Analysis

- Spearheaded a user-centric website development initiative, leveraging comprehensive research methodologies to pinpoint and address specific user pain points.
- Integrated a cutting-edge online ordering system, significantly elevating the overall customer experience, and streamlining the purchasing journey. This system is projected to increase sales by up to 30% and reduce order processing time by 50%.
- Utilized a combination of visual design principles and further reduced textual content to improve user experience and engagement. This change is expected to boost time spent on site by 35% and decrease bounce rates by 20%.

UX UI DESIGNER Sep'2023 – Oct'2023

JK COMPUTERS INC. Toronto, Canada

Key Skills Demonstrated: Strategic Branding, Responsive Design, Collor Pallet Harmonization.
- Crafted comprehensive brand guidelines to ensure consistency across all brand touchpoints, fostering a cohesive and professional image for a company proving IT solutions.
- Conceptualized and designed the company logo, contributing to a distinctive and memorable brand identity.
- Collaborated with developers to create company's website architecture and dashboard, promoting a seamless integration of design and functionality.
- Led efforts to harmonize color palettes across digital platforms and applied adaptive design techniques to enhance usability and accessibility, reinforcing brand consistency and creating a visually unified interface.

EDUCATION

Introduction to Psychology - Certificate, 2023

YALE UNIVERSITY, Coursera

UX Design - Certificate, 2022

BRAIN STATION, Toronto, Canada

Bachelor of Fashion Design, 2012

APEEJAY INSTITUTE OF DESIGN, New Delhi, India

ADDITIONAL EXPERIENCE

STORE MANAGER & LEAD ARTIST Apr'2019 – Apr'2023

CAKESTAR INC. Toronto, Canada

Successfully led a team of six as the Lead Cake Artist and Store Manager, orchestrating a harmonious blend of artistic creativity and operational excellence to deliver exceptional cakes and elevate overall customer experience.

BUSINESS OWNER & GENRAL MANAGER Sep'2012 – Sep'2018

SWEET H'ART CAKES & BAKES New Delhi, India

Excelled at general business management, pioneering marketing strategies, and meticulous design, while prioritizing client-centric operations to deliver an unparalleled and enchanting customer journey. These efforts culminated in a thriving and beloved online bakery.