

Asangi Krishnanand

UX/UI DESIGNER

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📍 Toronto, ON

Profile

A former Project Manager turned Product Designer with a deep-rooted passion for Art & Design, currently looking to craft clean and highly functional products for the magic of a user-centered experience with design thinking and best practices

Education

BrainStation • Diploma, UX UI Design

Udemy • Certificate, Figma UX UI Design Essentials

Udacity • Nanodegree, Front End Web Development

University of Toronto • Fine Art & Art History

Tools

Figma, Sketch, Zeplin, Trello, Slack, Miro, Adobe Creative Suite (Photoshop, Illustrator), InVision, HTML, CSS, JavaScript, Python, Ruby, jQuery, Node, Object-Oriented Programming, Procreate, MS Office

Proficiencies

Visual & Motion Design, Specs & Redlining, Design Systems Creation, UI Library Creation, User Research, Usability Testing, Copywriting, Atomic Design, Prototyping, Wireframing, Brand Conceptualization, Information Architecture, Heuristic Evaluation

Experience

UX/UI Designer • Smooth Commerce, Toronto, ON

Sept 2022 - Sept 2023

- Lead end-to-end design projects, including scoping and ideation, user research, user flows, wire-framing, prototyping and developer handoff
- Built and maintained design systems by defining design standards across all platforms and reduced time taken to finalize designs by over 40%
- Collaborated with iOS, Android and Web Developers to understand their requirements along with QA to ensure consistent implementation and smooth release and worked closely with product, onboarding and customer success teams to balance business objectives with end user needs of the clients
- Built industry-leading web and mobile applications and portal solutions by staying up to date with best practices and latest technologies and keeping accessibility a high priority
- Managed and updated over 80+ mobile applications and 50+ websites of existing clients such as Mary Browns, Basil Box and many more along with the Client and Onboarding Portals
- Increased promotion of products and diversified client base by over 45% over a span of 1 year by assisting in creation of Sales and Marketing Collateral

UX Design Teaching Assistant • BrainStation, Toronto, ON

May 2022 - Sept 2022

- Selected to work alongside the UX Education team due to high academic performance, level of engagement and emotional intelligence
- Lead lectures on User Experience fundamentals and ran demonstrations for popular industry tools and platforms such as Figma, InVision & Website Builders while communicating best practices
- Executed initiatives to create original group exercises and discussions to enhance student understanding of the UX process, establish rapport while mentoring and fostering genuine relationships necessary for success within the design industry
- Promoted cross-collaboration for students in UX Design, Web Development, Data Science & Digital Marketing and lead as Project Manager for teams during the Industry Challenge/ Hackathon in partnership with Scotiabank

Project Manager • Bureau Veritas, Mississauga, ON

Oct 2018 - Mar 2022

- Demonstrated and developed organizational and communication skills between clients and laboratory while meeting critical project deadlines and sharpened team management, problem solving, mentoring and supervision skills while working as a team member as well as a leader
- Collaborated with the IT & Digital Design Department to restructure and streamline the existing online customer portal to enhance and refine client experience

Projects

UX/UI Designer • Combo Customizer Redesign for Smooth Commerce

May 2022 - July 2023

- Redesigned the existing combo customizer for App & Web for all clients as the sole designer in order to streamline the process so that the user can easily customize any desired combo with fewer steps for optimal user experience
- Presented the new designs to Product Managers, iOS, Android and Web Developers and finalized the designs based on feedback prior to developer hand-off

UX/UI Designer • Password-less/OTP Sign-Up & Log In for Smooth Commerce

Jan 2023 - Mar 2023

- Introduced Password-less/One Time Password feature as the sole designer for new and existing users of all clients in order to provide a faster, easier and more secure service via app and web
- Presented the new designs to Product Managers, iOS, Android and Web Developers and finalized based on feedback before working with QA to ensure smooth production and release

UX/UI Designer • PayPal Integration for Smooth Commerce

Sept 2022 - Dec 2022

- Redesigned the App & Web to introduce the PayPal feature at checkout for guests and logged-in users for all clients across the platforms under the guidance of Product Managers
- Introduced the option to integrate the PayPal feature through the customer Portal so that clients can opt in to provide the latest payment option for their users