



# ASHOK KUMAR K

Portfolio: <https://www.kothinti.com>

As a Product Designer, I advocate and manage the user-centered design process for Web, Mobile and Desktop software projects from concept through completion.

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**ABOUT** With over 15 years of experience designing solutions for complex web applications I contribute to all aspects of a user experience and in all phases of the product development cycle, from product definition and architecture, to iterating, specifying, and polishing the interaction details.

Hands-on proficiency in problem solving, information architecture, usability, collaborative design, prototyping, UX specifications and creating visual designs for UX concepts. I'm proficient in translating design wireframes to actual code. I take an active role on both sides and define how the application looks as well as how it works. I ensure the technical feasibility of UI/UX designs and bridge the gap between graphical design and technical implementation.

**SKILLS**

- A solid grasp of user-centered design (UCD), brainstorming & ideation, user research, rapid prototyping, heuristic analysis, user testing, A/B testing, usability and accessibility concerns
- Well understanding of HCI (Human-Computer Interaction) principles
- Experience in designing for desktop, responsive and native apps
- Expertise in mobile first approach and responsive design
- Experience coordinating multiple teams and stakeholders
- Working in Agile environments
- Optimize application for maximum speed and scalability

**TOOLS/  
EDITORS/  
TECHNOLOGIES**

- Pencil, Paper, Post-its & Photoshop
- Axure RP, InVisionApp, Optimizely (A/B)
- atom, Visual Studio Code, VI
- HTML, CSS, Bootstrap, jQuery, ReactJS, React-Bootstrap
- Server-side CSS Preprocessing (SASS/LESS)
- Code versioning tools (Git/SVN)

## EDUCATION

- 2006 to 2009 Master of Computer Application (MCA)  
(from Sikkim Manipal University, Online)
- 1999 to 2002 Bachelor of Computer Application (BCA)  
(from Nagarjuna University)

## PROFESSIONAL TRACK

**2012 - 2018** Mirabel Technologies India Pvt. Ltd

### **Manager (UX & UI)**

- Scoping and planning of all UI work and ensuring a user-centered design approach for all solutions
- Contributed to design discussions by creating sketches, wireframes, process flows and prototypes
- Deeply involved in the entire product development cycle and applied UX design best practices and design strategies
- Worked closely with cross-functional teams and key decision makers from ideation to final release of various products
- Standardising the design systems to ensure seamless experience to the end user as well as the business
- Conducted usability tests on product flows and designs to identify areas of improvement
- User experience quality assurance to make sure the design strategy and the finally executed design are aligned
- Secondary research to ensure the business was one step ahead of the competition

**2010 - 2012** SIRISRI MEDIA (Startup)

### **Co-founder & Design Lead**

**2004 - 2010** Pressmart Media Limited

### **Team Lead (UI & UX)**

**WORK** <https://www.kothinti.com>

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