

# Ashray Panchal

UI/UX Designer

📍 Ahmedabad

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🔗 Ashray\_Portfolio

## Experience

### Auxesys System — UI/UX Designer

📅 Feb 2021 - Present

- Understand client requirements and do competitor research.
- Create user flow, Information architecture, User journey map and low fidelity wireframe.
- Create Mockups using brand colors, Icons, Typography and Illustrations.
- Collaborated with cross-functional teams, including developers, Product managers, and Marketers, to bring designs to life.
- Utilized tools such as Figma, FigJam, Adobe XD, Photoshop, Illustrator and After Effect to create and iterate on designs.

### Office Beacon — Junior Executive

📅 April 2019 - July 2020

- Create a logo and symbols for the company using shapes and lines with golden ratio.
- Designed and developed brand identity and assets, including logos, color palettes, typography, and imagery.
- Created marketing & print materials, such as brochures, stationery, and social media graphics, and mockups.

## Education

### BCA — Babasaheb ambedkar open university

📅 2019 - 2020

## Certificate

Google UX Design Professional Certificate.

🔗 [Verification link](#)

## Skill

### Tools

Figma

Adobe XD

FigJam

Adobe Photoshop

Adobe Illustrations

Adobe After Effect

### Design

UX Research

Persona

Information Architecture

User Journey Map

Wireframe

Prototype