

ashlesh londhe

Designer

ABOUT ME

A designer who is intrigued by all the creative ventures, I use design as a lens to see the world from a different angle. I see every project as a brand new opportunity to make a difference in people's lives through design and empathy. Adapting to the situation and delivering quality results without caving in under pressure is my strength. I believe everyone in this world has a scope of improvement and I work on mine to make myself better every day.

SKILLS

- User Research
- Product Definition
- Information Architecture
- Persona Development
- Wireframing
- Rapid Prototyping and Iteration
- Critical Thinking & Problem Solving
- Design Thinking
- User-Centred Design
- Visual Design
- Project Planning

TOOLS

- Adobe (Ps, Ai, Id)
- Axure
- Sketch
- Figma
- Invision
- Zeplin
- Principle
- Unity
- Solidworks
- Keyshot

EDUCATION

MIT Institute of Design

Pune, Maharashtra, Class of 2017
Product Design - Industrial Design

CONTACT INFO

📞 +91 8378995434

✉ ashleshlon@gmail.com

🌐 ashleshlondhe.com

EXPERIENCE

Delivery Hero SE | Jul 2020

Product Designer

- + Working on Delivery Hero's back-office products and vendor-facing products.
- + Responsible for conducting discovery sessions, user interviews and on-field vendor research activities.
- + Actively involved in mentoring interns and onboarding new joiners at DH.

Mindstix Labs | Jun 2018 - Sept 2020

Sr. Product Designer / Account Lead

- + Headed 6+ member design team that undertakes the definition, design and delivery of digital products and experiences.
Responsible for hiring and scaling up the team, conducting design thinking sessions, managing internal design operations, process and workflow.
- + Lead designer on numerous projects for several anchor accounts including VMware, Estée Lauder Companies, Rubrik etc.
- + Worked on end-to-end user experiences for enterprise product, employee training, sales application and futuristic technology initiatives.

- + Worked on requirement gathering, user interviews, concept creation, information architecture, empathy maps, user journeys, high fidelity wireframes, visual designs, prototyping, usability testing, etc
- + Collaborated with Product Owners, Project Managers and Stakeholders to define prioritization and vision. Worked closely with the development team to quickly iterate and prototype. Provided UX specifications, guidance and QA for developers.

Deloitte Digital | Apr 2017 - Jun 2018

User Experience Designer

- + Worked as a UX designer on projects for accounts including Estée Lauder Companies, Johnson & Johnson and Dell.
- + Assisted with a research study for design system initiative for Commonwealth Bank of Australia and user interviews for requirement gathering.
- + Worked on various Deloitte's internal projects and participated in multiple design hackathons.

John Deere | Jun 2016 - Nov 2016

Product Design Intern

- + Worked on designing a futuristic concept for John Deere's tractor segment for the Indian market.
- + Was involved in various on-field research activities to understand the Indian farmers, usage of the tractors and observe their style of working.

Cosire Design Innovation | Jun 2015 - Jul 2015

Product Design Intern

- + Worked on a range of Electronic Muscle Stimulators and Air Quality Detectors.
- + Was involved in conceptualising, 3D modelling and prototyping the concepts for user testing.