

Ashok Kumar Nayak

UX Designer

With 13 years of experience in leading product design, I specialize in driving end-to-end UX strategies with a user-centric approach. As a UX designer and researcher, I excel at understanding user needs, translating insights into intuitive designs, and delivering impactful experiences that enhance engagement and usability.

EXPERIENCE

Impelsys India PVT Ltd, Bangalore, India Jan, 2022 - Present

UX Lead

- Conducted user research using different methods that include interviews, focus groups, contextual inquiry, and survey
- Created Personas based on the results from exploratory research
- Prototyped low and high-fidelity solutions
- Created the moderator's guide*
- Moderated usability tests in-person and remote*
- Analyzed the data gathered from usability tests
- Recommended solutions to usability problems found in the tests
- Accessibility compliance

TATA Health, Bangalore, India Oct, 2015 - Jan, 2022

Senior UI designer

Improve the end-to-end experiences of TATA Health platform by conducting usability reviews, identifying UX issues, and proposing design recommendations. Conduct and structure UX research efforts such as top tasks management and ansible persona research with customers to make data-driven design decisions.

Stixis Technologies, Bangalore, India Aug, 2012 - Oct, 2015

Senior UI Expert

Design Facebook Page Tab Web-based applications and Mobile applications for popimedia. Implement design strategies on medee8 social media platform.

PROJECTS

- [eBooks Case study](#)
- [eLearning Case Study](#)
- [Tata Health Case Study](#)

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SKILLS

Design Tools:

Figma, Invision, Sketch, Adobe XD, Illustrator, Photoshop, HTML, CSS, JavaScript, Bootstrap

Techniques:

Product Design, Wireframing, Prototyping, Interaction Design, User Personas, Heuristic Evaluation, Usability Testing, Accessibility compliance, Affinity Mapping, User Mental Model

UX Research:

User Interviews, Surveys, A/B Testing, Qualitative and Quantitative Analysis, · Journey Mapping, Card sorting

EDUCATION

Utkal University

Bachelor of Arts

May 2005

Odisha, Bhubaneswar

OTHER

- Certified usability analyst(cua)
- Design Thinking Process