

# 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.

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## 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](#)

## 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