# Ashish Durgude

## Product Designer

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A multi-disciplinary designer, skilled in leading UX efforts and driving product strategy, experienced in designing complex digital products that solve people and business problems. He is actively looking for full-time product design opportunities.

## Education

### MS, Human-Computer Interaction

Indiana University

August 2019 - May 2021

### BE, Computer Engineering

Pune Institute of Computer Technology

June 2013 - May 2017

## Mentoring

### ADPList UX Mentor

Mentoring UX design students, aspiring designers and early-career designers on building a compelling portfolio, portfolio presentations, and strategies to get UX design internships and full-time jobs

https://adplist.org/mentors/ashish-durgude

## Design Skills

Visual Design

Interaction Design

Usability Testing

Product Thinking

User Research

User-Centered Design

Information Architecture

Wireframing

Design System

UI Animation

Prototyping

Contextual Inquiry

Affinity Diagramming

Heuristic Evaluation

User Personas

Cognitive Walkthrough

Agile Methodology

## Tools

Sketch

Figma

Adobe XD

Principle

InVision

Marvelapp

After Effects

Premiere Pro

Webflow

## Coding Skills

HTML

CSS

Javascript

## Work Experience

### Single Origin — Product Designer

San Francisco, CA | September 2022 - Present

- Currently leading and responsible for the entire product/UX design efforts and establishing design principles and guidelines to improve design efficiency and consistency. He successfully published more than 20+ product design projects (SaaS)
- As a core member of the founding team, he is responsible for driving product strategy as well as making business decisions to scale product offerings that help enterprises automate semantic management across all their data to organize, optimize, and share data assets across their organizations
- He utilizes data to make informed design decisions and measure the success of design initiatives. He conducts user interviews and user tests, facilitates design reviews, and works on the end-to-end design process to ship a robust experience for our users

### Nutanix — UX Designer 2

San Jose, CA | June 2021 - August 2022

- Owned and shipped 10+ UX projects within "Nutanix Prism Central," IaaS application, and "Nutanix Insights," a Monitoring & troubleshooting application used by 15k+ customers worldwide
- Conducted user interviews, and gathered insight from analytics tools to redesign the Information Architecture of the "Nutanix Insights" product which reduced time on task by 23% and developed product strategy for upcoming sprints
- Collaborated with cross-functional teams such as software developers and product managers to translate insights into actionable UX recommendations
- Provided guidance to the summer 2022 UX design intern by making him familiar with Nutanix products, the design process, and his project domain, which led to him having a better understanding of his project, and exposure to a real-world work environment

### Red Hat — Product Designer

Bangalore, India | September 2017 - June 2019

- Led and launched multiple projects across "OpenShift" a PaaS product, and "OpenShift.io" a SaaS product, which had 10000+ daily active users
- Created and refined UI components for the Red Hat design system and redesigned Red Hat products to maintain consistency and UI standards, which increased task success rate by 30%
- Published a research case study on collaboration methods between designers and developers in the enterprise work environment which led to including the practices mentioned in this study to the DesignOps at Red Hat