Ashish Kaushal

Interaction Designer

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EXPERIENCE

UX Designer at ICICI Bank | Full time
May 2026 – July 2026 · Internship

- Redesigned the **New-to-Bank (NTB) Personal Loan journey across web and mobile**, improving information hierarchy, reducing friction, and enhancing the end-to-end user experience.
- Collaborated with senior designers and product squads to refine flow thus **improving usability and higher application completion.**

Graphic Designer and 3d artist | Full time
June 2023 – August 2023 · Internship

- Assisted in creating 3D models and visual assets **used for commercials and digital advertisements.**
- Collaborated with senior artists to refine models for **production-ready outputs.**

3d Artist and Designer | Full time
June 2022 – Sep 2022

- Worked under an NID graduate as an assistant designer **across graphic and 3D design projects.**
- Supported end-to-end design execution including concept development, visual design.

Graphic Designer | Lions Club, DU
April 2021 – May 2021 · Internship

- Designed **promotional materials** for social initiatives and events.
- Worked closely with organizing teams to ensure clear visual communication.

Volunteer Experience | ServDes
Oct 2025

- Part of the ServDes team involved in on-ground service design execution and installations.
- **Worked with installation and branding team**; from designing to executing.

Projects

Delivery Partner Experience – UX Research
Feb 2025 – April 2025

- Worked firsthand as a delivery partner in various platforms to understand **gig-worker systems.**
- **Identified delivery workflows**, incentives, pressure points, and time-based constraints.
- **Identified usability gaps**, operational friction, and worker exploitation patterns.

Kaamchor – Independent Sales Project
Jan 2023 – Dec 2023

- Managed **end-to-end operations**: design, production, packaging, logistics, pricing, and sales.

Labour Chowk – System Design
Dec 2024 – Jan 2025

- Conducted deep research on **existing labor systems** and informal employment structures.
- **Mapped system** loopholes leading to exploitation, power imbalance, and lack of accountability.

EDUCATION

2025–Present
IIT Hyderabad, Master of Design
Specialization in Interaction Design
Sem 1 CGPA **9.64**
Sem 2 CGPA **9.00**

2020–2024
College of Art Delhi, Bachelors in
Fine arts, Specialization in Applied arts

Skills

Design
Product Design, UX Strategy, Journey Mapping, Design Systems, Data Visualization, Usability Testing, Interaction Design, Wireframing, Lo-Hi Fidelity Design

Research
User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, Competitors Analysis, Design Strategy

Software & Languages
Figma, FigJam, Adobe XD, Adobe Illustrator, Adobe Photoshop, Framer, Blender 3d, Adobe Indesign, Adobe Premier Pro, Adobe After Effects

CERTIFICATES

ServDes – Branding and Exhibition team volunteer
Google UX Design Professional Certificate
Game Design Certificate