Shantanu khoraskar

I Design Exceptional User Experiences

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Experience

UX Designer / Ogee Studio India Pvt. Ltd.

Pune, February 2022 - Today

- Conducted user interviews for a B2B application, generated detailed user personas, and compiled a comprehensive report based on these personas. The report outlined key insights and recommendations for UX improvements, providing valuable guidance for enhancing the overall user experience.

- Actively contributed to the improvement of an EdTech website's program page, strategically enhancing the sign-in flow to increase user retention. Moreover, I took the initiative to establish a brand-new design system for a mobile application, defining a cohesive visual strategy. Within the domain of the EdTech mobile app, I systematically optimized multiple user flows, aiming to create a more streamlined and user-centric interaction.

- Developed mood boards and visual strategies in alignment with client preferences and took a hands-on role in refreshing Ogee Studio's website.

- Seamlessly designed social media static posts aligned with marketing calendars, crafted engaging animations for internal social media marketing, produced both printable and digital representations for the company at international conferences, and served as a liaison between the design and development teams to ensure smooth collaboration.

- Worked with CRMD365 and sent marketing campaign throughout the globe for many international conferences.

UI/UX Designer / Cling Multi Solutions

Pune, May 2021 - February 2022

- Worked on UX of HRMS system and defined the IA for the admin portal and the mobile application for the employees

- Worked on UX and UI strategy for a speech therapy platform.

- Created an admin and user portal for a drug development company.

Graphics Designer / Epsilon Creative Agency

Pune, February 2021 - June 2021

- Created social Media creatives for B2B and B2C clients.

- Created logos for small scale businesses along with other marketing assets like letter head visiting cards etc.

Education

Vishwakarma Institute of Information Technology

Pune, Aug 2019 - May, 2023

B.Tech in Mechanical Engineering

Skills

Figma	Prototyping	User Interviews
Wire Framing	After Effects	CRM D365
Adobe XD	Premiere Pro	HTML/CSS
Zeplin	Photoshop	Illustrator
UX/UI		

Certificates

Coursera/Introduction to HTML5	Photoshop: LinkedIn Skill Batch	Illustrator: LinkedIn Skill Batch
July, 2020	May, 2022	December, 2022

Coursera/Autodesk Fusion 360 (CAD/CAM/CAE)	Coursera/Fundamentals of Graphics Design
July, 2020	January, 2020