



AKASH NASKAR

PRODUCT DESIGN

UX DESIGN

FRONTEND

🏠 Delhi NCR, India

📞 +91-8920208584

✉️ akash.naskar@hotmail.com

🌐 www.naskar.tech

WORK EXPERIENCE

UI/UX Designer FREELANCE

Apr 2022 - Present

Frameworks: Figma(UI/UX), Wordpress, Adobe Photoshop, Affinity Design, Webflow

- At London's startup LightPe, I spearheaded the design and launch of their first website and crafted mockups for their BETA Application.
- In Delhi's fintech startup AlgoTest, I helped them establish their design system and used it to revamp their dashboard.
- At SolvLabs, a technology consulting agency based in Canada, in establishing their brand identity [Logo, branded apparels, visiting cards, etc.]

Founding Product Designer CASTLER

Aug 2021 - Mar 2022

Frameworks: Figma(UI/UX), HTML, CSS, JavaScript, jQuery, Wordpress, Adobe Suite

- Guided the design process for Castler's entire product suite, encompassing Enterprise and Consumer WebApps, Mobile Apps, Client eKYC, and the Castler Card, demonstrating a keen understanding of both business and technical requirements.
- Collaborated closely with the Product Manager, Tech Team, and Business Team to create Features, Process Flows, User Journeys, and Empathy Maps, resulting in the delivery of both High and Low-Fidelity Prototypes.
- Implemented PUG templates for the designed UI and ensured the website's seamless operation, consistently updating it with feature launches, PR, and Blogs for optimal user experience.

Intern CASTLER

Jan 2021 - Aug 2021

Frameworks: Figma, Wordpress, , SEO, Adobe Suite, Angular, Chai, Mocha

- Tested modules(e2e) of the Enterprise WebApp using Angular & Chai on Sandbox (Testing Environment) to identify and eliminate bugs in user journey.
- By adhering to fundamental UX principles and a deep understanding of user psychology, the landing page achieved a remarkable 63% increase in conversion rates.

PROJECTS

Portfolio Website Programming & 3D

[View Project](#)

Made the website using ReactJS, NextJS, ChakraUI, and ThreeJS to showcase the active projects I've led and also wanted to put forward my inclination towards 3D design.

SolvLabs Design

[View Project](#)

I played a pivotal role in crafting SolvLabs' brand identity, designing a logo that embodies their vision and commitment to innovative solutions. The meticulously created logo contributes to a distinctive and impactful brand presence for the Canada-based technology consulting agency.

Pathfndr Design

[View Project](#)

I came across an AI powered website, that makes custom travel packages for travel agencies, and named this feature [Plan a trip]. Improved the UX for this feature to make it more efficient, usable, and visually better.

EDUCATION

B. Tech Computer Science

Thapar Institute of Engineering and Technology

Jan 2021 - Aug 2021

XIIth Grade Science

Birla Vidya Niketan

Mar 2015 - Mar 2017

SKILLS

Technical

HTML, CSS, JS, React, Python, MySQL, C, C++, Git, Wordpress, Webflow

User Experience

User research, Prototyping, Visual design, Interaction design, Information architecture, User testing, Design thinking, Wireframing, Agile methodology, Collaboration and communication.

Design

Figma, Adobe [PS, Ai, Ae, Pr], Affinity [Photo, Designer], Blender, Spline, Framer

Certifications

Introduction to Python Programming - Microsoft

Google UX Design Professional Certification

More Projects

[Lightpe, Chrome extension: AI Voice Narrator, Castler Enterprise, Castler Card, Castler Consumer](#)