

# Ayush Solanki

New Delhi, India

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Portfolio: [ayushsolanki.com](https://ayushsolanki.com)

Eligible to work in Canada & India | Open to Remote, Hybrid & Global Roles

Senior UX/UI Designer | Product Designer | UX Writer

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## Professional Summary

Senior UX/UI Designer with **7+ years of experience** designing **user-centered, accessible, and scalable digital products** across web and mobile platforms. Strong background in **UX research, interaction design, design systems, and usability testing**, delivering measurable outcomes including **30% improvement in user satisfaction and 15–25% conversion growth**. Experienced in **Agile/Scrum environments**, cross-functional collaboration, and WCAG-compliant enterprise solutions across fintech, government, and security domains.

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## Core Skills

### UX & Product Design

User Research, Wireframing, Prototyping, Interaction Design, Information Architecture, User Journeys, Usability Testing, Heuristic Evaluation, A/B Testing, Accessibility (WCAG 2.1)

### UI & Visual Design

Design Systems, Component Libraries, Responsive Design, Visual Hierarchy, Motion Design

### Content & UX Writing

UX Writing, Microcopy, Content Strategy, Content Audits, SEO Optimization

### Tools & Technologies

Figma, Adobe XD, Photoshop, After Effects, Axure, Jira, Confluence

HTML5, CSS3, JavaScript (collaboration-level)

### Methodologies & Domains

Design Thinking, Agile/Scrum, Enterprise SaaS, Fintech, Government, Security Tech

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# Professional Experience

## Senior UX/UI Designer & Content Strategist

iQor – Noida, India | Jul 2022 – May 2024

- Designed **end-to-end user flows, wireframes, and interactive prototypes** for enterprise dashboards and customer portals.
  - Led **usability testing** (planning, facilitation, synthesis), improving **user satisfaction by 30%**.
  - Partnered with product managers and engineers to deliver **WCAG-compliant, scalable designs**.
  - Contributed to a **centralized design system**, documenting reusable components and usage guidelines.
  - Ran **design sprints and A/B tests**, increasing conversion rates by **15%**.
  - Tools: Figma, Adobe XD, Jira, Confluence.
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## Content Designer & UX Writer

iClear Technologies (CCTV & Security Systems) | Mar 2022 – May 2022

- Designed mobile app interfaces and landing pages focused on conversion and usability.
  - Wrote **UX copy and microcopy**, driving a **20% increase in conversions**.
  - Conducted content audits and usability reviews, reducing **bounce rates by 15%**.
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## UX/UI Designer

Rever UX – Noida, India | Nov 2021 – Feb 2022

- Designed responsive **web and mobile interfaces** with emphasis on accessibility and usability.
  - Implemented **Figma-based collaboration workflows**, improving design handoff efficiency.
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## Senior UX/UI Designer & Digital Content Specialist

Argil DX – Noida, India | Jan 2020 – Sep 2021

- Led UX/UI design for clients including **JK Tyre and Bihar Tourism**, increasing engagement by **25%**.
  - Built and maintained **scalable design systems** for cross-functional and distributed teams.
  - Delivered **high-fidelity UI designs and motion graphics** to support brand storytelling.
  - Conducted user research and heuristic evaluations to inform iterative improvements.
  - Authored **UI specifications, design documentation, and accessibility guidelines**.
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## Graphic Designer

Scribbler Notebooks – Delhi, India | Dec 2017 – Jan 2020

- Designed print and digital marketing assets, ensuring consistent visual identity across platforms.
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## Education

**Postgraduate Certificate – User Experience Design**

Humber College – Toronto, ON | 2024 – 2025

**Bachelor of Technology (B.Tech) – Information Technology**

Bharati Vidyapeeth College of Engineering – Delhi, India | 2013 – 2017