

AYUSH SOLANKI

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Eligible to Work in India & Canada | Open to Remote / Hybrid

PROFESSIONAL SUMMARY

I'm a UX/UI designer with 6.5 years of experience, and I spent a few years in graphic design before that. My work has been mostly enterprise dashboards, government websites and mobile apps. I like putting designs in front of real users early, since that's usually where the problems turn up.

CORE COMPETENCIES

User Research | Usability Testing | Information Architecture | Wireframing & Prototyping | Figma, Sketch, Adobe XD | Design Systems | Accessibility (WCAG 2.1) | A/B Testing | Stakeholder Management | Agile/Scrum

PROFESSIONAL EXPERIENCE

UI/UX Design Consultant — UX Bounty

Remote | Jan 2026 – Present

- Collaborated directly with clients to match design direction with their business goals the needs of users and visual expectations.
- Used user feedback and iterative design to boost usability, accessibility, information hierarchy and the overall quality of the experience.
- Lead and mentor a team of four designers through design reviews giving feedback setting priorities and supporting delivery.

Freelance UX/UI Designer — Self-Employed (Part-Time, Project-Based)

Toronto, Canada | 2024 – 2025

- Took on UX/UI projects, for a mix of businesses and product-stage clients while completing coursework full-time at Humber College.
- Delivered UX/UI wireframes, prototypes and design documentation applying the same research and accessibility standards used in prior enterprise roles.

UX/UI Designer L2 — iQor

Remote | Jul 2022 – May 2024

- Usability tests on enterprise dashboards and portals pushed user satisfaction up by 30%.
- A/B testing on the main user flows gave us a 15% lift in conversion.
- I built wireframes and prototypes to WCAG 2.1. The release went out with zero critical accessibility issues.
- Contributed to the shared design system, so teams didn't have to keep rebuilding the same components.

UX/UI Designer — iClear Technologies*Noida, India | Mar 2022 – May 2022*

- Redesigned mobile app interfaces and landing pages which led to a 20% improvement, in user engagement.
- Conducted content audits and heuristic evaluations to find where users were leaving the app or site.

UX Consultant — Rever UX*Noida, India | Nov 2021 – Feb 2022*

- I audited usability, across web and mobile products. I simplified complex workflows.
- I streamlined Figma handoff between design and development. I reduced dev back-and-forth.

UX/UI Designer Jr. — Argil DX*Noida, India | Jan 2020 – Sep 2021*

- Designed Bihar Tourism's first website with state government officials and real users, so visitors could find where to go and where to stay.
- Redesigned Sonalika Tractors' online booking, which was slow enough that most people still booked by phone or in person. Online retention grew 11% that year.
- Lifted engagement 25% across government and enterprise clients, including JK Tyre. Built a reusable UI component library with written guidelines.

Graphic Designer — Scribbler Notebooks*Delhi, India | Dec 2017 – Jan 2020*

- Designed digital and print brand assets, maintaining visual consistency across platforms.

EDUCATION

Postgraduate Certificate – User Experience Design, *Humber College, Toronto* | 2024 – 2025

Bachelor of Technology – Information Technology, *Bharati Vidyapeeth College of Engineering, Delhi* | 2013 – 2017

TECHNICAL SKILLS

Tools: Figma, Sketch, Adobe XD, Photoshop, After Effects, Axure, Jira, Confluence

Methods: User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, A/B Testing

Standards: WCAG 2.1 Accessibility, Design Systems