

Ashwinii Ojha

Product Designer

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SUMMARY

Product Designer with **5+ years** across B2B SaaS, EdTech, and consumer platforms, spanning sole-designer startup environments through cross-functional product teams. Background in engineering and product constraints shapes how problems get framed before any design begins, strongest with information-dense, technically complex products, making them understandable without oversimplifying what matters.

EXPERIENCE

Mentafy GmbH / Product Designer

FEB 2024 – JUN 2025 · EDTECH SAAS · SOLE DESIGNER & FE DEV

- Restructured the core product into a three-tier information architecture (Home, Project, Workspace), **reducing navigation depth from five levels to three.**
- Ran a heuristic evaluation across the three core surfaces, prioritising 14 friction points by severity; the highest-severity finding, a primary CTA buried three levels deep, directly shaped the redesign priority.
- Diagnosed a flat funnel after a record registration campaign and proposed UI changes that **raised project completion from 20% to 35%.**
- Worked with the CEO and CTO to replace a forced sign-up decision (Word vs. Google Docs) with a reversible, user-controlled flow, removing a recurring source of onboarding confusion and support load.
- Designed the Advanced Authorship Report, the product's core feature - a paragraph-level forensic writing-analysis interface for academic integrity review.
- Owned the company website end to end: design, WordPress build, multilingual setup, and performance.
- Worked directly with engineering to translate complex requirements into clear, intuitive flows.

ROLE ENDED WHEN THE COMPANY CEASED OPERATIONS DUE TO FUNDING.

iCandy Interactive / UI/UX Designer

DEC 2022 – DEC 2023 · WEB3 / NFT GAMING · STORMS STUDIO

- Designed the full web platform across **six product areas**: tournament system, rewards and wallet, referral leaderboard, NFT shop, profiles, and marketing site, delivering wireframes, prototypes, and developer-ready UI.
- Mapped every state of the core tournament flow and the multi-step USDT wallet transfer flow before any visual design, including edge cases, to keep the system consistent under real usage.

Andor Communications / Junior Product Manager

FEB 2021 – NOV 2022 · MOBILE CONTENT TOOLS

- Improved product conversion by **10% via A/B testing**; led a team of 5 on UX/UI workflows and production-ready UI components across multiple concurrent product lines.
- Wrote PRDs to spec and hand off features to engineering; coordinated with the database team on API data requirements and supported the video editing team on tutorial production for feature releases.

Digital Panda / UI/UX Designer

JAN 2020 – FEB 2021 · ECOMMERCE

- Sole designer on **GoLocal**, an eCommerce product, owning the full design process from logo and brand identity through wireframes, flows, and **15+ screens** covering product, category, checkout, payment, and user profile.
- Delivered production-ready designs to the development team and supported the fundraising pitch with design assets.

Product Design Certificate

UXCEL, ONLINE · MAR 2026

Master of Computer Application

ITM, GWALIOR, INDIA · 2018 – 2020

Bachelor of Computer Application

AKS UNIVERSITY, SATNA, INDIA · HONOURS · 2015 – 2018

PRODUCT & UX STRATEGY

Information architecture, product thinking, user flows, heuristic evaluation, stakeholder alignment, research planning

DESIGN & CRAFT

Figma (expert), high-fidelity prototyping, design systems, wireframing, visual & interaction design, HTML/CSS, Adobe CC

RESEARCH, TESTING & TOOLS

Usability & A/B testing, UX writing, journey mapping · Jira, Confluence, Notion, Miro, Agile

LANGUAGES

English (C2), German (A1)