

Aashka Thakkar

UI/UX DESIGNER

SUMMARY

I'm a designer who enjoys figuring out why something feels harder to use than it should. My work combines research, information architecture, and interaction design to simplify workflows, uncover friction, and make complex experiences easier to navigate. I enjoy turning ambiguous requirements into practical solutions that balance user needs, business goals, and operational realities.

EXPERIENCE

UI/UX Designer

Injala · Dec 2024 – Present

- Led UX improvements across four products spanning insurance compliance, contractor onboarding, workplace safety, and risk management.
- Analysed 200+ user sessions to understand why users abandoned critical workflows, uncovering decision bottlenecks and navigation friction that informed product improvements.
- Simplified complex workflows and information structures to improve navigation clarity and reduce cognitive load.
- Collaborated with business analysts, developers, and stakeholders to translate operational requirements into intuitive product experiences.
- Contributed to product decisions by balancing user needs, business objectives, and technical constraints.

ADDITIONAL EXPERIENCE

UI/UX Designer Intern

LJ University · Jun 2022 – Aug 2022

- Contributed to design of internal software for college sports teams.
- Worked within a team to deliver functional UI solutions.

Graphic & UI Designer

Independent Freelance · Dec 2022 – Present

- Served as the official graphic designer for LJ University events and student organizations, creating event identities, posters, brochures, promotional campaigns, and communication materials.
- Worked with small businesses on branding, visual communication, and digital design projects that helped present information more clearly and consistently.

Systems & QA Intern

LJ University · May 2023 – Jun 2023

- Evaluated workflows, validated system behavior, and identified usability and process improvement opportunities within the university placement platform.
- Worked across testing, data verification, and experience evaluation to improve platform reliability and operational efficiency.

IIPC Coordinator / Assistant TPO

LJ University · Jan 2023 – Dec 2024

- Coordinated placement initiatives between students and company representatives, managing communication across multiple stakeholders.
- Planned and executed placement activities while developing strong collaboration, organization, and stakeholder management skills.

CONTACT

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EDUCATION

Master of Computer Applications (MCA)

Gujarat Technological University (GTU) · 2023–2025

Bachelor of Computer Applications (BCA)

Gujarat Technological University (GTU) · 2020–2023

SKILLS

Design

UX Research · Information Architecture · User Flows · Wireframing · Prototyping · Usability Testing · Design Systems

Product Thinking

Behavioral Analysis · Journey Mapping · Workflow Design · Problem Framing · Feature Prioritization

Tools

Figma · FigJam · Hotjar · Notion · Jira · Adobe Illustrator · Photoshop

Collaboration

Stakeholder Communication · Cross-functional Collaboration · Requirement Gathering · Workshop Facilitation

AWARDS

NASA Space Apps Challenge

Ranked **3rd in Gujarat** among participating teams during the international innovation hackathon.

SELECTED PRODUCT WORK

Asuretify · Anzenn · Prequaligy · Riskguru

Worked across insurance compliance, contractor qualification, construction safety, and risk management products.