

# Ashima Mittal

## UX DESIGNER | VANCOUVER, BC

I'm a UX/UI Designer with a strong passion for *Human-Centric Design Psychology* and an extensive background in *Architectural Design*, striving to empower companies in delivering beautiful functional solutions that removes barriers and shapes positive behaviour.

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## RECENT UX DESIGN PROJECTS

### UX DESIGN STUDENT | EMILY CARR UNIVERSITY OF ART + DESIGN

Vancouver, British Columbia (Canada) | September 2021 - April 2022

- Worked on multiple projects from research (user interviews, affinity mapping, journey map, etc.) and design to testing and iterations delivering a minimal viable product in each case.
  - Analyzed and redesigned a Zero-Waste brand website for higher customer engagement and environmental awareness.
  - Researched and analyzed typical human behaviour when rekindling with memories of loved one's to design a legacy iOS app focused on building and sharing memories.
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## EXPERIENCE

### BRAND DESIGNER | EARTH BUDDY

New Delhi, NCR (India) | July 2021 - September 2021

- Collaborated with stakeholders and researchers to strategize and define brand identity and marketing opportunities.
- Leveraged customer-centric analytical and visual design skills to designed brand logo and product packaging that helped the company to stand in distinguished light from other home care product brands in the market.

### ARCHITECT | CB TWO ARCHITECTS

Salem, Oregon (USA) | June 2019 - March 2020

- Collaborated on brainstorming and whiteboarding sessions to develop interior and architectural designs for multiple Senior Assisted Living projects in Salem, Oregon.
- Transferred ideas into high-fidelity construction drawings, 3-dimensional contextual renderings, and presentation stacks to facilitate client and stakeholder meetings.

### ARCHITECT | ARCOP ASSOCIATES

Gurgaon, NCR (India) | July 2011 - October 2013

- Collaborated with team lead and cross-disciplinary consultants to prepare coordination drawings for a multimillion dollar (USD) 75-acre Golf estate residential project.
- Strategized & resolved complex structural details; prepared master-plan presentations for client meetings; and delivered construction-drawings in a fast-paced agile environment.

## CONTACT

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**PORTFOLIO** • ashimamittal.com

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## EDUCATION

### USER EXPERIENCE DESIGN CERTIFICATE

September 2021 - April 2022

Emily Carr University of Art + Design

Vancouver, British Columbia (Canada)

### MASTER OF ARCHITECTURE (4.0/4.0 GPA)

September 2015 - March 2019

College of Design, University of Oregon

Eugene, Oregon (USA)

### BACHELOR OF ARCHITECTURE (4.0/4.0 GPA)

August 2006 - July 2011

Punjab Technical University

Bathinda, Punjab (India)

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## SKILLSET

### METHODOLOGY

Design Thinking • User Research •  
Heuristic Evaluation • Scenarios, Journey,  
and Experience Mapping • Information  
Architecture • Ideation • Wireframing and  
Rapid Prototyping • High-fidelity Mockup •  
Style Guides and Pattern Libraries •  
Usability Testing • Project Management

### PERSONAL TRAITS

Empathetic • Continuous Learner • Mindful  
Listener • Supportive Leader • Flexible •  
Collaborative • Critical Thinker • Curious

### TOOLS & LANGUAGES

Figma • Adobe XD • Photoshop • Illustrator  
• InDesign • Miro • 3d-Revit • Wordpress •  
HTML • CSS • Javascript