

# Ashwani Kumar Pandey

UX Architect

Delhi-NCR

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## Summary

UX Architect with 14+ years of experience designing complex enterprise systems, scalable design frameworks, and high-impact digital products. Skilled in integrating AI-driven workflows for research, prototyping, and documentation to reduce turnaround time and improve collaboration.

## Core skills

- **User Research:**  
Interviews, surveys, personas, heuristic reviews, journey mapping, analytics, AI-assisted synthesis
- **Design:**  
IA, wireframes, systems, prototypes, typography, accessibility, enterprise UX
- **Testing:**  
Usability tests, heatmaps, issue reporting, iteration, QA collaboration

## Experience

**UX Architect / Ericsson India Global Services (R&D)**

*2017-Present*

- Architected UX for the Telco DataOps Platform improving billing accuracy.
- Built a unified design system reducing engineering effort by 20%.
- Integrated AI workflows (ChatGPT, Figma AI, Amazon Q) to accelerate design cycles.
- Enhanced navigation and IA, reducing cognitive load for complex telecom dashboards.
- Improved dashboard comprehension time by 18%

## **Creative Head / Sigrid Education Services**

2014-2017

- Led a 13-member design team for edtech, ecommerce, and enterprise solutions.
- Delivered redesign leading to 40% sales increase.
- Supported company scale from 5 to 2500+ employees.
- Introduced UX processes improving usability and release efficiency.

## **UI/UX Designer / Effectlabs**

2011-2014

- Designed workflows and interfaces for EdTech, booking systems, and ecommerce.
- Conducted user research and delivered responsive UI systems.

## **AI & INNOVATION**

- Used ChatGPT for research synthesis and UX documentation.
- Used RunwayML and Midjourney for UI concepting and ideation.
- Used Bolt.new and Lovable for rapid prototyping and interaction flows.
- Automated persona creation and design ops using AI tools.
- Generated wireframes using Amazon Q and Figma AI to accelerate early-stage design exploration.

## **TOOLS**

Figma, Photoshop, Illustrator, Asana, Notion, JIRA, RunwayML, Bolt.new, Lovable, Midjourney, ChatGPT, Gemini, Amazon Q, etc.

## **EDUCATION**

B.Tech Computer Science & Engineering  
Uttar Pradesh Technical University (2008-2012)

## **CERTIFICATIONS**

- IBM Enterprise Design Thinking Practitioner (2021)
- Six Thinking Hats | Ericsson (2018)
- Habits of Highly Effective People | Ericsson (2019)
- Experience Design Conference | Stockholm (2018)

## **ACHIEVEMENTS**

- Ericsson Hackathon VIII | 2nd Runner-Up (2023)
- Ericsson R&D 15 Years Logo Winner (2019)
- Ericsson Hackathon VI | Logo Winner (2018)
- Ericsson Power Award (2018)
- Effectlabs Design Award (2013)