

# Ashu Rana (UX/UI Designer)

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## EXPERIENCE

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- UX Designer, Times Internet - Noida** **Jul 2025 - Present**  
Led end-to-end UX design & Improved masterclass landing and checkout experience, contributing to higher course conversions and supporting revenue generation for **The Economic Times Masterclass** platform.
- Product Designer, Repill - Noida** **Mar 2024 - Jun 2024**  
Sole designer responsible for building Repill's digital healthcare platform from the ground up, shaping the end-to-end product experience including user research, UX flows, UI design, and design system.
- UI/UX Design Intern, Bifrost Studio - Delhi** **Aug 2023 - Jan 2024**  
Assisted in UI/UX design tasks, including wireframing, prototyping, and creating visual assets under senior designer guidance.

## EDUCATION

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- UX Design mentorship - By Anudeep Ayyagari (UX Anudeep)** **DEC - Jul2026**  
Engaging in hands-on AI + UX workflows, building user-centered solutions and refining product thinking through collaborative design challenges and feedback sessions.
- Bachelor of Computer Applications** **2016 - 2019**  
Chaudhary Charan Singh University, Meerut

## SKILL

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- AI Feature Design
- Product Thinking
- UX Research
- Data & Metrics Understanding
- AI Tools & Workflow Skills
- Vibe coding
- Figma + Prototyping
- User Flows & Information Architecture
- Interaction Design
- Usability Testing
- AI Product Thinking
- AI feature discovery