AYUSH SONI

UI/UX Designer | Visual Designer | Product Designer

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PROFESSIONAL SUMMARY

Results-driven UI/UX Designer with 2+ years of experience creating user-centered digital experiences and production-ready design assets. Expertise in wireframing, prototyping, visual design, and design systems. Proven track record delivering high-quality artwork for global brands while collaborating with cross-functional teams. Currently pursuing MCA focusing on AI, Machine Learning, and advanced UI/UX methodologies.

PROFESSIONAL EXPERIENCE

Designer (SU2) | Vistaprint - Cimpress India | *March 2023 - July 2025*

- Promoted through multiple roles (from SU1 to SU1 QC to SU2) based on consistent performance and contributions to team objectives
- Designed and reviewed digital artwork for global print materials, ensuring brand guidelines alignment across markets
- Collaborated with cross-functional teams to streamline workflows and enhance brand consistency
- Played key role in QA processes, reducing production errors and improving operational efficiency
- Created production-ready assets using Adobe Illustrator and Photoshop for diverse marketing channels

Freelance UI/UX Designer | Self-Employed | *February 2022 - Present*

- Specialized in 3D product mockups and packaging label designs for e-commerce, medical beauty, skincare, and consumer goods
- Delivered photorealistic renders enhancing product presentation for marketing campaigns and e-commerce platforms
- Designed compelling labels and packaging aligned with brand identity while meeting regulatory requirements
- Applied UI/UX design principles to improve user interaction with packaging layouts and digital previews
- Managed client relationships, project timelines, and deliverables independently maintaining quality standards

EDUCATION

Master of Computer Applications (MCA) | Manipal University Jaipur | *2025-2027*
Bachelor of Commerce (B.Com) | Delhi University | *2021-2024*
UI/UX Design (Grade: 82%) | Internshala Trainings | *2022-2023*
Prime Animation Course | Arena Animation, Delhi | *2019-2023*

CORE SKILLS

UI/UX Design • Wireframing • Prototyping • User Research • User Flows • Visual Design • Typography • Color Theory • Design Systems • Branding • Information Architecture • Responsive Design • 3D Product Mockups • Packaging Design • Design Thinking • Usability Testing • n8n Automation • AI Automation • Interaction Design • A/B Testing • Mobile Design • Accessibility (WCAG)

SOFTWARE PROFICIENCY

Design Tools: Figma, FigJam, Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign, XD, Premiere Pro), Substance Painter, Sketch, Framer, Canva, CorelDRAW
3D & Animation: Autodesk Maya, 3ds Max
Development & Automation: Webflow, Notion, n8n, VS Code

CERTIFICATIONS

UX & Design: Foundations of User Experience (UX) Design - Google (Coursera) • Design Thinking for UX Design Managers - LinkedIn • UI/UX Design - Internshala
AI & Product: Generative AI Mastermind - Outskill • Becoming an AI-First Product Leader - LinkedIn
Adobe Suite: Illustrator 2025 Essential Training - LinkedIn • InDesign 2025 Essential Training - LinkedIn • Photoshop 2025 Essential Training - LinkedIn
Canva: Marketing with Canva - Canva • Canva for Work - Canva • Canva Essentials - Canva
Other Tools: Docker Foundations Professional Certificate - LinkedIn