

ASHNA ANILJITH

UI/UX Designer

Phone: +91 7034 092757 | Email: aashna175@gmail.com | Portfolio: www.aashnaaniljith.in | LinkedIn: linkedin.com/in/ashna-aniljith

PROFESSIONAL SUMMARY

UI/UX Designer with 8+ years of experience designing high-converting websites, landing pages, and digital experiences for B2B, corporate, technology, and service-based businesses. Skilled in UX/UI design, responsive web design, design systems, conversion-focused user journeys, accessibility (WCAG), and WordPress development. Experienced in translating business goals into visually compelling websites that improve engagement, lead generation, and user experience.

CORE SKILLS

Website Design • Landing Page Design • UX/UI Design • Conversion Rate Optimization (CRO) • Responsive Design • Wireframing & Prototyping • User Journey Mapping • Design Systems • Component Libraries • Accessibility (WCAG Standards) • Brand Identity Design • SEO-Friendly Design • AI-Assisted Design Workflows • Cross-functional Collaboration • Developer Handoff & QA

TOOLS & TECHNOLOGIES

Figma • Adobe XD • Framer • Adobe Photoshop • Adobe Illustrator • Adobe Animate CC • HTML5 • CSS3 • JavaScript • jQuery • Bootstrap • Tailwind CSS • Next.js • WordPress • Shopify • Google Analytics • Google Tag Manager • MS Office • ChatGPT • Claude • Perplexity • Midjourney • Adobe Firefly • Figma AI

DESIGN APPROACH

Discovery & Competitor Research → User Journey Mapping → Wireframing & Information Architecture → High-Fidelity UI Design → Interactive Prototyping → Responsive Optimization → Design System Creation → Developer Handoff & QA

WORK EXPERIENCE

Leroc CX Tech Limited — UI/UX Designer & Creative Visualizer

Bangalore, India | Aug 2022 – Sep 2025

- Designed and delivered responsive websites, landing pages, microsites, and marketing assets for global brands.
- Created user-centered website interfaces balancing business objectives with usability principles.
- Developed wireframes, user flows, interactive prototypes, and final UI designs using Figma.
- Collaborated closely with developers, project managers, and stakeholders to ensure pixel-perfect implementation.
- Established reusable design systems and component libraries to improve design consistency and development efficiency.
- Conducted competitor analysis and design research to identify opportunities for improving user engagement.
- Designed conversion-focused experiences aimed at increasing lead generation and user interaction.
- Worked on WordPress-based websites, ensuring responsive performance across desktop, tablet, and mobile devices.

Nubook Private Limited — Senior Web & Graphic Designer

Calicut, India | Jan 2021 – Feb 2022

- Led UI design initiatives for WordPress websites, digital products, and marketing platforms.

- Improved user experience and visual consistency across multiple web properties.
- Built component libraries and UI standards for efficient design-to-development workflows.
- Mentored junior designers and interns on UI design best practices.

Aerovative Technologies Pvt. Ltd. — Web & Graphic Designer

Calicut, India | Dec 2018 – Dec 2020

- Designed responsive websites and interactive web experiences.
- Created animations and micro-interactions using Adobe Animate.
- Worked closely with development teams to deliver pixel-perfect implementations.

Knight Info Tech Systems — Web Designer

Cannanore, India | May 2017 – Nov 2018

- Developed responsive website interfaces using HTML and CSS.
- Converted design mockups into production-ready web layouts.

Netstager Technologies Pvt. Ltd. — Web Designer

Calicut, India | Feb 2016 – Apr 2017

- Designed landing pages, websites, and branding assets for client projects.
- Supported UI development and front-end implementation.

Paarva Creations — Intern, Web Designer

Calicut, India | Aug 2015 – Nov 2015

- Learned the practical aspects of web design, including user-focused layouts, responsive design principles, and translating design concepts into functional web interfaces.

FEATURED PROJECTS

Lenovo SmartSprint Platform — Role: UI Designer

- Designed and developed a web-based application interface.
- Created responsive dashboards, workflows, and interactive user experiences.
- Collaborated with stakeholders to simplify complex information architecture.

SAKL Interiors — Role: UI/UX Designer & WordPress Developer

- Designed and developed the company website in WordPress.
- Created a premium visual experience showcasing interior design projects and services.
- Structured content and navigation to improve lead generation and user engagement.

Jobsheet Tracker Platform — Role: UI Designer

- Designed workflow management platform used for job allocation and team collaboration.
- Created dashboards, assignment flows, and reporting interfaces.
- Improved visibility and tracking of project progress.

EDUCATION

B.Sc. Multimedia — Image Infotainment Ltd. (Annamalai University)

Calicut, India | Aug 2012 – May 2015

CERTIFICATIONS

Google AI Essentials

Completed foundational training in generative AI, prompt engineering, and responsible AI usage, strengthening ability to integrate AI tools effectively into design workflows and creative problem-solving.