

ASHWINI SHRIVASTAV

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About Me

Hello there! I am Ashwini, a former Coder turned Advertising & Communication Design student, chaos-loving designer with a soft spot for storytelling, UI/UX, and unhinged but strategic ideas. From User flows to campaigns, I bring stories into everything that I design making sure it's not just functional, but emotionally resonant too.

Education

Post-Graduation : 2024 - 2026

Diploma in Advertising, Design & Digital Communication

Ecole Intuit Lab, Mumbai

Graduation : 2021

Bachelor's in Computer Engineering

R.H. Sapat College of Engineering,
Management Studies and Research,
Savitribai Phule Pune University

Higher Secondary : 2017

Boys' Town Junior College

Primary & Secondary: 2015

Boys' Town Junior College

Design Course

Google's UX Design Professional Certificate

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma

Experience

Aug 2021- Oct 2022

Analyst

Capgemini

- Designed communication assets for the Rolls-Royce account, applying structured visual design to create clear, cohesive posters and presentation decks.
- Worked as Scrum Master and directed daily Scrum for the team.
- Worked in Robotic Process Automation(RPA) domain to create bots for repetitive and time consuming jobs such as requisition creation, form filling and scheduled mail surveys.

Skills

- UI/UX Wireframing & Prototyping
- Branding
- Packaging
- Posters

Softwares

- Adobe Illustrator
- Figma
- Adobe Photoshop