

Ashu Rana

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EXPERIENCE

- 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

- 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

- 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

PROJECTS

- [Ludoo - Game](#)
- [Photo.AI](#)
- [Repill](#)