

# Akash Salian

UX/UI | Visual | Service Designer

[www.akashsalian.com](http://www.akashsalian.com)

[Akash.salian@outlook.com](mailto:akash.salian@outlook.com)

+1(306)880-5197, +91-9324788308

Location: Remote (Canada)

## UX/UI Design Links

- [Portfolio Website](#)
- [Simplii App](#)
- [The Verge](#)
- [Amigo Driverless Taxi App Prototype](#)

## Web Design Links

- [VisaCraft Immigration](#)
- [Nebos Falafel](#)
- [Cosmic Pep Essential Oils](#)
- [Vastu Shakti](#)

## Summary

I'm a self-motivated and tech-savvy professional with experience in the User Experience Designing field including Website, Mobile App, and Enterprise Software/Service design. Skilled in the end-to-end product design process from UX research, user testing, interface design, and usability testing.

- Competitor Analysis
- Human-Computer Interaction (HCI)
- Agile and Lean Product Design Methods
- User Interface Design
- Data Analysis
- Visual Design
- Semantics Interaction Design
- Problem Solving
- Critical Thinking
- User Journeys
- Empathy Mapping
- Design Thinking
- Accessibility
- Microinteractions
- User Research

## Professional Experience

### Enterprise User Experience Designer

Jun 2021-Present

HCL Canada - Microsoft Division

Working with HCL-Microsoft as a UX Design specialist to redesign the experience of Microsoft Power BI platform and Enterprise tools.

#### Responsibilities:

- Designing and optimizing complex analytical dashboards for the data science team.
- Utilizing Semantics Interaction design to reduce redundancy and promote productivity.
- Performing user research, usability benchmarking, A/B testing, visual and interaction design, wire-framing, and prototyping.
- Presenting Design ideas to end clients with Microsoft PowerPoint and M365 suite.
- Designing RFPs and other artifacts for the project as and when required using Adobe CC.

**Impact:**

- Optimized existing Information Architecture for reduced cognitive loads using HCI principles and clean UI interface for speed and intuitiveness.
- Utilized easily recognizable Conceptual Models for faster recognition by users.
- Implemented best UX practices for all HCL Enterprise software.

**Software and Tools Used:**

Adobe XD, Figma, Sketch, Canva, Invision, Microsoft 365 suite, Whimsical, Notion, Photoshop, and Illustrator.

**UX/UI Designer**

Mar 2021- Sep 2021

SkyIT Services

**Responsibilities:**

- Worked as a contractor, designing a futuristic dashboard for Marine, Rail, and Aviation Fleet Management.
- Created intuitive User flows, responsive design, and optimizing existing Web applications.
- Performed user research, usability benchmarking, A/B testing, visual and interaction design, wire-framing, and prototyping.
- Collaborated with functional and cross-functional teams for the Software Development cycle.
- Hosted weekly design sprints for innovating new ideas with the team.

**Impact:**

- Developed deep empathy and understanding of the company's clients and their needs.
- Optimized existing Information Architecture for speed, usability, utility, and designing for extreme \* scenarios.
- Implemented Atomic Design Systems for React components and faster development.

**Software and Tools Used:**

Adobe XD, Whimsical, Jira, Figma, Canva, Invision, After Effects, Premiere Pro, Photoshop, Illustrator, and Media Encoder.

**UX/UI Designer**

Nov 2019 - Mar 2021

11573012 Canada Inc | Freelance

**Responsibilities:**

- Designed beautiful websites and digital media for various clients and businesses.
- Implemented deep empathy and emotional design for creating competitive user experiences.
- Utilized best SEO practices for Google page rankings.
- Promoted digital ad campaigns with Facebook pixels and Google AdSense.
- Helped clients gain an online presence on social media platforms.
- Analyzed qualitative data for website traffic using Google Analytics.
- Designed Logos, Brochures, Flyers, Magazines, E-books for clients.

**Impact:**

- Improved client satisfaction and retention to 95% year-over-year.

- Increased monthly recurring revenue by 35% with business best practices.
- Innovated new techniques for faster and effective digital media creation.
- Solved complex user flows to improvise and optimize existing models.

#### Software and Tools Used:

HTML5, CSS3, JavaScript, Wix, Squarespace, Weebly, WordPress, Facebook pixels, Canva, Google AdSense, Google Analytics, Photoshop, Premiere Pro, After Effects Pro, Microsoft 365, Outlook, G-Suite, Microsoft Dynamics, Slack, Teams, Whatsapp Business, Microsoft Visual Code, Atom editor, Code Sandbox, React, and Shotcut.

## Other Professional Experience

### Senior IT Service Technician | Certified Apple Technician

Dec 2019 - Sep 2021

London Drugs

### Customer Experience Manager

Nov 2015 - Sep 2019

TD Bank Canada

## Education

### HEC Montreal

2021 - Present

Masters User Experience Design

### IxD BootCamp

2020 - 2021

Interaction Design Foundation

### React BootCamp

2020

ComIT.org

### International Business Management

2014

Niagara College Canada

### Bachelor's Computer Science

2012

Mumbai University

## Certifications

### UX Research

2021

HEC Montreal

### Introduction to UX Design

2021

HEC Montreal

### CompTIA A+

2021

CompTIA

### Windows 10 MD-100

2020

Microsoft

## Skills

**UX Tools:** Adobe XD, Balsamiq, Figma, Sketch, Protopie, Whimsical, Invision, Adobe Creative Cloud, Wix, Squarespace, WordPress, Elementor, and Canva.

**Programming:** HTML5, CSS, JavaScript, and React.

**Software:** Microsoft Dynamics, Office 365, Acrobat Reader, Visual Code, Git, Slack, Microsoft Teams, Google Cloud products, and Sharepoint.

**Operating Systems:** Windows, macOS, and Linux

**Project Management:** Trello, Jira, and Zoho

## Soft Skills

- A Passion for Interaction Design and Social Psychology
- Leadership and Strong Communication skills
- Time Management and ability to meet tight deadlines
- Problem Solving and Critical thinking
- Rapid prototyping and Visual design
- Applying Design Thinking and Analytical skills
- Ability to motivate and influence a team
- Handle pressure in a fast-paced environment
- Good understanding of technology and troubleshooting hardware