

# Aashish Methani

## Product Designer

### Experiences

#### Flipkart/ Product Designer

APR 2023 - PRESENT

I am working in Flipkart Labs, with my work spanning across

- Designing an e2e blockchain based brand engagement and rewards platform (FireDrops) – 2.5m+ users and onboarded 40+ brands
- Overhauling visual design for product and marketing
- Liaising with external agencies providing creative direction on multiple projects
- Provided guidance and support to a junior designer

#### Frontier.xyz / Product Designer

FULLTIME/ JUN 2022- MAR 2023

INTERN/ AUG 2021 - MAY 2022

Joined as a early designer working on Frontier mobile app, I worked on

- Aggregating perpetual and easy options trading protocol
- Improving on existing key features like Swap, NFTs and staking

#### Innovaccer/ UX Design Intern

MAY 2021 - JULY 2021, VIRTUAL

As a part of platforms team worked on designing end to end experience of healthcare assessments through various innovaccer products.

#### OnJuno / Product Design Intern

OCT 2020 - JAN 2021, VIRTUAL

As a intern my work included designing, conducting user research and auditing for launching its beta version.

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### Education

#### The LNMIIT, Jaipur

2018 - 2022

B. Tech Communication & Computer Engineering  
CGPA: 7.00/10

### Hackathon Podiums

#### EthOnline'21 /Ethglobal

1. Hackathon Finalist
2. Best use of Aave
3. Best use of Chainlink

#### Plenty Global Hackathon /Tezos

1. Best Tooling on Tezos

#### EthIndia'24/ Ethglobal

1. Best consumer dApp on Base
2. Best dApp on Celo

### Competency

Product Design • UX Design • Visual Design • Interaction design • UX Research

### Code/Interaction

Origami studio • HTML/CSS • React JS • Tailwind

### Visuals

Figma • Photoshop • Illustrator • AfterEffects • Blender