



ASIR SAM DAVID

PRODUCT DESIGN & UX RESEARCH

Enthusiastic designer with 5+ years of diverse experience in B2B, B2C, and B2B2C across various SaaS domains. Committed to ethical research and deeply passionate about creating exceptional digital products. Seeking new opportunities to advance my career

EXPERTISE

- UX Research Methodologies
- User Flows Mapping & Storyboard
- Rapid Prototyping & Wireframes
- Usability Testing Methods
- Information Architecture
- UX Writing
- Motion Design & Film

TOOLS

- Figma, Webflow
- Adobe Illustrator, Photoshop
- Adobe After Effects, Premiere Pro
- Microsoft Office 365
- Tableau Basics
- Cinema4D, Octane Render

AWARDS

- Finalist - IxDD Hackathon, 2019
Value Labs, Hyderabad
- Winner - Crash the Pepsi IPL, 2015
PepsiCo India Ltd, Mumbai
- Best Short Film - "Irumunai", 2016
Mindkraft, Coimbatore

CONTACT

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EDUCATION

July 2018 - Apr 2020
New Media Design, M.Des

NATIONAL INSTITUTE OF DESIGN, GANDHINAGAR

- User research and insights analysis through various research methodologies
- Design process in problem-solving, staging, speculating, shaping and setting
- Human-computer interaction and digital product design

July 2012 - May 2016
Electronics and Communication Engineering, B.Tech
KARUNYA INSTITUTE OF TECHNOLOGY AND SCIENCES, CBE

- Introduction to semi-conductor diodes, antennas and principles of electronics
- PCB design and embedded systems architecture, programming & simulation

WORK EXPERIENCE

Oct 2022 - Present
Cohesity Inc. | Bangalore, India
SENIOR PRODUCT DESIGNER

- Capacity analysis, future prediction, simulation and planning tools for clusters
- Maintenance mode for physical servers (sources at all levels of hierarchy)
- Helios access management user flow and design revamp
- Pause/unpause replication task of an active protection group

Jun 2021 - Oct 2022
Cars24 Services Pvt Ltd. | Gurgaon, India
PRODUCT DESIGN & USER EXPERIENCE RESEARCHER

- Analysing used car condition online - 360 experience workflows & gallery re-design
- Refurbishment of used cars - capture condition and quality assurance workflows
- Field research to study the physical digital test-drive experience mismatch

Jun 2020 - Dec 2020
OLX India Pvt Ltd. (OLX Group) | Gurgaon, India
USER EXPERIENCE RESEARCHER

- UX study about product information exchange experience gaps & testing solutions
- UX study & and concept validation to reduce fraud & improve trust in the platform

May 2019 - Jun 2019
Incedo Inc. | Gurgaon, India
PRODUCT DESIGN INTERNSHIP

- User Journey and framework design for payment processing gateways
- User Experience Audit - Kraton's Kconnect (Knowledge base platform)

Sep 2016 - Jun 2018
Freshworks Inc. | Chennai, India
MOTION DESIGN (PRODUCT & CORPORATE MARKETING)

- In-product micro-interactions, loader animation and tooltip loops
- Brand commercials, feature explainers, product demos and testimonials