



# ASIR DAVID

# PRODUCT DESIGNER .

Building thoughtful and scalable AI-first SaaS experiences by simplifying complexity through design.

## Experience **7+ Years**

→ SENIOR PRODUCT DESIGNER **COHESITY**

Bangalore, India • Oct 2022 - Now

→ PRODUCT DESIGNER 2 **CARS24**

Gurgaon, India • Jun 2021 - Oct 2022

→ USER EXPERIENCE RESEARCHER **OLX INDIA**

Gurgaon, India • Jun 2020 - Dec 2020

→ PRODUCT DESIGN INTERN **INCEDO**

Gurgaon, India • May 2019 - Jun 2019

→ MOTION GRAPHICS DESIGNER **FRESHWORKS**

Chennai, India • Sep 2016 - Jun 2018

→ MOTION DESIGN CONSULTANT **KEKA HR**

Hyderabad, India • Jan 2021 - Dec 2023

## Education

→ NATIONAL INSTITUTE OF DESIGN, INDIA

Masters In Design • New Media Design

→ KARUNYA INSTITUTE OF TECHNOLOGY AND SCIENCES, INDIA

Bachelors In Technology • Electronics & Communication Engineering

## Awards

→ GOLD WINNER FOR THE BEST USER INTERFACE

London Design Awards, United States • 2024

→ FINALIST AT IXDD DESIGN HACKATHON

Value Labs, India • 2019

→ WINNER OF CRASH THE PEPSI IPL AD CONTEST

PepsiCo India Pvt Ltd, India • 2015