

ashlesh londhe

Designer

ABOUT ME

A designer who is intrigued by all the creative ventures, I use design as a lens to see the world from a different angle. I see every project as a brand new opportunity to make a difference in people's lives through design and empathy. Adapting to the situation and delivering quality results without caving in under pressure is my strength. I believe everyone in this world has a scope of improvement and I work on mine to make myself better every day.

SKILLS

- User Research
- Product Definition
- Information Architecture
- Rapid Prototyping and Iteration
- Critical Thinking & Problem Solving
- Lead Design Team
- Project Planning
- Hiring and onboarding
- Mentoring

TOOLS

- Adobe (Ps, Ai, Id)
- Axure
- Midjourney
- ChatGPT
- Sketch
- Figma
- Invision
- Zeplin
- Unity
- Solidworks
- Keyshot

EDUCATION

MIT Institute of Design

Pune, Maharashtra, Class of 2017
Product Design - Industrial Design

CONTACT INFO

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EXPERIENCE

Freelancing | Jan 2023 - Current

Website Design, Visual Design

- + I work with early-stage founders, creators, and small businesses to bring their ideas to life through thoughtful design. My freelance work spans podcast branding, corporate identity design, marketing websites, and end-to-end e-commerce builds.

Londhe Finsmart | Jan 2023 - Current

Director, Mutual Fund Distributor

- + A two-decade-old family wealth management practice where we combine deep experience with a modern, research-driven approach to investing. I advise both Indian and NRI clients on mutual fund portfolios, long-term financial guidance, and systematic, goal-based investing—making wealth creation simple, transparent, and disciplined.

Delivery Hero SE | Jul 2021 – Feb 2023 | Berlin

Product Designer

- * Worked on Delivery Hero's back-office products and vendor-facing products. Was responsible for 3 Major products and gave design support in a few more.
- * Responsible for conducting discovery sessions, user interviews and on-field vendor research activities. Collaborating with the whole product team and the upper management to understand the tech architecture, define the product and track the KPIs.
- * Responsible for mentoring interns and onboarding new joiners in my squad. Hand-holding the interns for their first 2 design tasks and having regular check-ins to further help them and monitor their progress during the probation period.

Mindstix Labs | Jun 2018 – Sept 2020 | Pune

Sr. Product Designer / Account Lead

- * Headed a 6+ member design team that undertakes the definition, design and delivery of digital products and experiences.
- * Responsible for hiring and scaling up the team, conducting design thinking sessions, and managing internal design operations, processes and workflow.
- * Lead designer on numerous projects for several anchor accounts including VMware, Estée Lauder Companies, Rubrik etc.
- * Worked on end-to-end user experiences for enterprise products, employee training, sales applications and futuristic technology initiatives.
- * Worked on requirement gathering, user interviews, concept creation, information architecture, empathy maps, user journeys, high fidelity wireframes, visual designs, prototyping, usability testing, etc
- * Collaborated with Product Owners, Project Managers and Stakeholders to define prioritization and vision. Worked closely with the development team to quickly iterate and prototype. Provided UX specifications, guidance and QA for developers.

Deloitte Digital | India | Apr 2017 – Jun 2018 | Mumbai

User Experience Designer

- * Worked as a UX designer on projects for accounts including Estée Lauder Companies, Johnson & Johnson and Dell.
- * Assisted with a research study for a design system initiative for the Commonwealth Bank of Australia and user interviews for requirement gathering.
- * Worked on various Deloitte internal projects and participated in multiple design hackathons.

John Deere | Jun 2016 – Nov 2016 | Pune

Product Design Intern

- * Worked on designing a futuristic concept for John Deere's tractor segment for the Indian market.
- * Was involved in various on-field research activities to understand the Indian farmers, usage of the tractors and observe their style of working.

Cosire Design Innovation | Jun 2015 - Jul 2015 | Ahmedabad

Product Design Intern

- * Worked on a range of Electronic Muscle Stimulators and Air Quality Detectors.
 - * Was involved in conceptualising, 3D modelling and prototyping the concepts for user testing.
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