Ishad Pande

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PROFESSIONAL EXPERIENCE

Freelance Graphic Designer   May 2025 — Present
Genius Champs Academy   *Nagpur, India*

- Standardized brand identity across 7 core digital elements, reducing visual inconsistency by 40% across marketing and onboarding touchpoints.
- Designed 30+ high-fidelity digital assets to support multi-channel marketing campaigns and improve user retention.
- Optimized customer onboarding by designing visual aids and documentation that simplified the first-time user experience (FTUX).

Design Lead   Jun 2024 — Jun 2025
Google Developer Group (GDG) On Campus   *Nagpur, India*

- Led a cross-functional team of 5 designers to establish a scalable brand identity for a campus community of 500+ members.
- Directed end-to-end UX/UI design for 10+ major events, including the inaugural campus hackathon, ensuring a seamless participant journey.
- Increased engagement metrics by delivering consistent visual assets across registration, promotion, and on-ground touchpoints.
- Developed and launched a centralized website using modern web standards, serving as the primary discovery hub for all GDG activities.

SELECTED PROJECTS

Printhub: B2B SaaS Workflow Optimization | View Case Study   Sep 2025 — Oct 2025

- Reduced task completion time by 30% by redesigning core workflow logic and interaction patterns for B2B users.
- Synthesized user research from 5 qualitative interviews to identify friction points, directly informing major layout and navigation changes.
- Developed a comprehensive Design System with 20+ reusable components in Figma to ensure UI consistency and 100% developer handoff accuracy.
- Validated design decisions through comparative usability testing of high-fidelity prototypes, eliminating navigation friction.

YouTube: Intent-Driven Search Experience | View Case Study   Jun 2025 — Aug 2025

- Boosted user satisfaction by 70% through an intent-based search redesign, validated via A/B testing and comparative analysis.
- Conducted qualitative research with 7 participants to identify pain points contributing to user decision fatigue.
- Engineered scalable UI components (search modules, video cards) that integrated seamlessly with existing design patterns.

SKILLS

Design: User Experience (UX), User Interface (UI), Product Design, User Research, Usability Testing, Wireframing, Prototyping, Design Systems, Interaction Design

Tools: Figma, FigJam, Adobe Creative Suite (Photoshop, After Effects)

Technical: HTML5, CSS3, JavaScript (ES6+), React, Next.js, Framer Motion, Tailwind CSS

EDUCATION

Government College of Engineering   Nov 2022 — Jun 2026
Bachelor of Technology in Computer Science and Engineering   *Nagpur, India*

CERTIFICATIONS

- UX Gym – UX Gym by UX Anudeep (Aug 2025)
- Enterprise Design Thinking Practitioner – IBM (Sep 2024)
- User Experience Design Fundamentals – IBM (Mar 2024)
- Responsive Web Design – FreeCodeCamp (Apr 2023)