

ISHIKA DESALE

Digital Product Developer | UI/UX Designer

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PROFESSIONAL SUMMARY

Interaction Design graduate (Monash University) with hands on experience across the digital product lifecycle, from requirements gathering and user research through to high fidelity prototyping, product documentation, and design to code handoff. Combines strong UI/UX craft and design systems expertise with front end development skills in HTML, CSS, JavaScript, and Python, working comfortably within Agile/Scrum and cross functional teams to turn stakeholder needs into clear product requirements. Additional experience across sales and operations roles has strengthened stakeholder management, client facing communication, and the ability to deliver reliably under pressure. Seeking a Digital Product Developer or UI/UX Designer role that blends product thinking, visual design excellence, and front end implementation.

SKILLS

- **Product Development:** Requirements Gathering, Product Documentation, Feature Specification, Design to Code Handoff, User Story Mapping, Stakeholder Management, Product Lifecycle, Agile/Scrum
- **UI/UX Design:** Wireframing, High Fidelity Prototyping, Design Systems, Visual Design, Interaction Design, Responsive Design, Information Architecture, User Research, Usability Testing, Interview Facilitation, Affinity Mapping, Persona Development, User Journey Mapping, Figma (Advanced), Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Framer, ProtoPie, Miro, Zeplin, Loom
- **Programming:** Python, C++, JavaScript, HTML, CSS, Object Oriented Programming, Data Structures and Algorithms, Scripting and Automation, GitHub, Version Control, Design to Code Handoff
- **Project Management:** Notion, Confluence, Jira, Trello, Slack, Microsoft Teams, Google Workspace, Cross Functional Collaboration, Agile/Scrum
- **AI Tools and Workflow:** AI Assisted Design and Development, Figma Make, Claude Code, Generative AI Prototyping, Prompt Engineering

WORK EXPERIENCE

Retail Operations Assistant (Part Time) | Woolworths *Sept 2025 to Present*

Balmain, Sydney, Australia

- Manage front of store checkout operations while providing consistent, friendly customer service and resolving customer queries at point of sale.
- Handle stock management and replenishment tasks, working across systems to keep inventory accurate and shelves well presented.
- Ensure store compliance with operational standards, pricing accuracy, and floor readiness during shifts.
- Process and hand over online department orders, coordinating pick up and delivery for customers.

IT Sales Executive | Softnoesis *Nov 2024 to Apr 2025*

Cranbourne, Melbourne, Australia

- Pitched IT services including website development, SEO, and SaaS solutions to small scale businesses such as cafes and restaurants.
- Explained the statistical impact and functioning of proposed digital solutions so clients understood expected outcomes and value.
- Secured client commitments and coordinated with internal IT development teams and post sales support teams to ensure smooth delivery.

UI/UX and Web Designer | Corporate Cruize Pvt Ltd *Jul 2023 to Jun 2024*

Contract, Remote

- Designed and built a complete UI system in Figma, including wireframes and high fidelity prototypes, for a mobility tech platform across B2C onboarding, post onboarding, and subscription journeys, ensuring visual and interaction consistency across two customer segments.
- Conducted user research and mapped end to end journeys for individual commuters and corporate clients, translating findings into UI improvements at key conversion touchpoints.
- Partnered directly with engineering on design handoff, preparing developer ready specs and assets, and iterated on UI implementation for sign up, subscription, and account setup flows based on post launch feedback.

EDUCATION

Master of Design, Interaction Design | Monash University, Melbourne, Australia | Jul 2024 to Jun 2026

Bachelor of Arts, Liberal Arts, Honours | Amity University, Mumbai, India | Aug 2020 to Jul 2023

ADDITIONAL EXPERIENCE

Freelance Web Designer / Developer | GreenWind *Sept 2026 to Present*

Remote

- Designed and coded a full company website end to end using Next.js, Tailwind CSS, and JavaScript, with AI assisted development, Git, and Vercel deployment.
- Built a custom dark theme UI system with brand derived visual motifs, interactive components, and animations, translating client requirements directly into a live, production ready product.
- Developed a product catalogue section with ecommerce style browsing, allowing customers to explore the company's product range directly on the site.

Management Intern | Monash Graduate Association *2024 to Jun 2026*

Melbourne, Australia

- Coordinated logistics, budgets, and communications for recurring campus events, liaising between student groups, venue contacts, and association leads.
- Supported day to day operational planning for the association, helping manage timelines and resourcing across multiple concurrent initiatives.
- Gathered feedback from attendees after events and reported recurring themes back to the committee to improve future initiatives.

Research Intern | IIHSG *2022*

Kolkata, India, Remote

- Contributed to public health research through data collection, analysis, report preparation, and data visualisation.

Social Media Marketing Intern | Ora Infotech *2023*

India, Remote

- Assisted in planning and executing digital marketing campaigns, including content creation and social media strategy.

Student Editor in Chief | Amity University Mumbai *Sept 2021 to Jun 2023*

Mumbai, India

- Directed editorial teams and oversaw content curation, editorial direction, and publication processes for two Amity University magazines, Itivritta and The Young Imprint.
- Designed both magazines from scratch, ensuring visually engaging and intellectually stimulating publications that fostered intellectual discourse and scholarly engagement among peers.
- Authored and published original articles and poetry within the magazines, including Reflections on Vietnam and From Medieval to Modern, Political History of Delhi.

Graphic and Design Head | Amity Film Club *Dec 2021 to Nov 2022*

Navi Mumbai, Maharashtra, India

- Led and oversaw the design and creation of promotional materials, event posters, and digital content for the club.
- Coordinated with club members to conceptualise and execute creative projects, ensuring alignment with the club's branding and objectives.

Fellowship | CRY, Child Rights and You *Jan 2022 to Mar 2022*

Mumbai, Maharashtra, India

- Volunteered in the CRY Sprint program for child rights, advocating and raising awareness for children's welfare issues.
- Worked as a video editor and curated content for a fundraising campaign.

Editorial Intern | Thesocialtalks *Jan 2022 to Feb 2022*

Mumbai, Maharashtra, India

- Contributed to content creation, editing, and publication coordination for the company.
- Researched and wrote on various socio political issues, fostering community dialogue and awareness.

CERTIFICATIONS AND COURSES

Full Stack Developer Curriculum, freeCodeCamp.org

Junior Programmer, Unity Learn

Selected projects available on portfolio: ishu.tech