Abhishek Gore

UX Designer & Strategic Builder

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Design leader with 4+ years of experience shaping B2B and B2C products across startups, enterprises, and social impact ventures. With a background in design from IIT Guwahati, I thrive at the intersection of product thinking, user empathy, and business strategy. My work blends user-centred design with systems thinking — from zero-to-one product launches to scaling design ops within Fortune 500 contexts. I also mentor passion-driven founders through design-led growth, helping them build digital products with soul.

WORK EXPERIENCE

Ampera Energy – Design Strategist (Freelance)

Dec 2024 – Present | Remote

- Developed a sophisticated visual language for Ampera's public-facing website, aligning with the clean energy sector's trust and innovation cues.
- Led the end-to-end UX and UI design for **AmpeX**, the company's core software product — mapping user journeys, designing conversion funnels, and building interfaces contextual to the energy industry.
- Conducted rapid industry research to understand the energy domain, enabling informed design decisions for both marketing and product layers.

UST Global – UX Designer I → UX Designer II

Jan 2022 – Oct 2024 | Pune (hybrid)

- Led UX for internal tools at a Fortune 500 e-commerce client, improving service scores and data accuracy through thoughtful UI redesigns.
- Increased UX maturity from 1 → 4 (NN Group Scale) within 8 months through structured audits, workshops, and agile design ops.
- Delivered an Octalysis-based gamified user experience for Hero's Maverik 400cc launch, focused on engagement and conversion.
- Established a Kanban-based design workflow in JIRA, reducing design turnaround time from 23 to under 10 days.
- Conducted UX audits, heuristic evaluations, and journey redesigns — resulting in a 75% increase in adoption and customer satisfaction.

Kenyt AI – UX Consultant (Freelance)

Dec 2021 – Jan 2022 | Remote

- Audited and proposed UX flows for a conversational AI platform with a focus on information clarity, self-serve scalability and usability.

Pragati Jobs – Design & Product Manager

Sep 2020 – Nov 2021 | Delhi (Remote)

- Designed and iterated on the core job platform, increasing activation by improving UX flows and analytics dashboards.
- Led user research with 300 candidates and 15 clients via surveys, calls, and field studies — converting findings into feature and design recommendations.
- Designed version 2.0 UI based on usability reviews, enhancing onboarding and self-serve capabilities.

LEADERSHIP

Vinyasa Earth, *Creative Director* Dec 2023

Knowability's Accessibility Internet Rally(AIR) Competition, *Team Leader,* Sep 2022

Campus Broadcasting System IITG, *General Secretary* Aug 2018

Abhilasha: Design Awareness Program, *Core team member,* May 2019

Education

Bachelor of Design
IIT Guwahati | 2016 – 2020 | CGPA: 8.7

Skills

User Research
UX Strategy
Journey Mapping
Design Thinking
Prototyping
UX Audits
Info Architecture
Design Ops
Agile Workflows
Gamification

Soft Skills

Systems Thinking
Empathy
Facilitation
Presentation
Collaboration

Tools

Figma, Miro
Jira, Clickup
Notion
Google Analytics, Clevertap
Google Search Console
Wix, WordPress
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
OBS studio

ACHIEVEMENTS

All India Rank 21
UCEED

LANGUAGES

English
Marathi
Hindi

INTERESTS

Gardening
Cycling
Live Music