

Shashank Kapse

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SKILLS

Product Design : Product UX & UI, User Flows, Interaction & Testing, Wireframing & Prototyping, Design Systems, UX Copywriting, Product Documentation.

Tools: Figma, Penpot, Framer, Webflow, Notion, Obsidian, Click Up / JIRA / Asana, Slack / Teams, Premiere Pro & After Effects, Photoshop

Interpersonal: Empathy, Business Acumen, Critical Thinking, Cross-team Collaboration, Communication, Project Management

EXPERIENCE

Brand and Graphic Lead

Hive Pro

August 2024 - Present, Virginia, US (Remote)

- Formalized brand identity guidelines and visual frameworks to ensure consistent representation across all Hive Pro digital channels and international campaigns.
- Collaborated with HiveForce Labs to align content strategy with visual execution, boosting engagement and maximizing ROMI (Return on Marketing Investment).
- Generated over \$5 million in marketing-sourced pipeline for FY25 by deploying data-driven visual campaigns and digital assets through Figma and Adobe Creative Suite.
- Achieved 2,500%+ ROI on the global marketing budget through targeted digital initiatives.
- Drove 100% of the North America pipeline in FY24 through strategic marketing efforts.

Product Designer

Xenett

February 2022 - August 2024, Ahmedabad, Gujarat

- Spearheaded Xenett 2.0 product redesign, boosting system efficiency by integrating task management and client-accountant communication portals using Figma and Sketch.
- Engineered modular design system using Atomic Design principles, enhancing cross-functional team efficiency and shortening production timelines.
- Led the design and development of a client portal mobile app using Figma, enhancing communication between accountants and clients, resulting in a 25% increase in client satisfaction.

Design Generalist & Video Editor

Freelance

March 2019 - February 2022, Remote

- Developed animated and live-action video assets using Adobe Premiere Pro, After Effects, and Photoshop to support diverse client objectives across digital campaigns.
 - Developed cohesive brand assets and visual styles for YouTube creators using Adobe Creative Suite and Figma, shaping content audiences recognized across diverse digital channels.
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EDUCATION

Bachelor of Engineering

Nagpur, Maharashtra • India • 2021 • 8.89

- Demonstrated leadership and initiative by getting elected as Event Manager and Student Coordinator, contributed by planning and executing departmental events, ensuring smooth operation and success.
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