Ayush Soni

Visual Designer (UI/UX) · Interface, Brand & AI-Augmented Design

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Portfolio: ayushsoni.eu.org • **LinkedIn:** linkedin.com/in/ayushsoni2911 • **GitHub:** github.com/F-e-n-y-x

Behance: behance.net/a_y_u_s_h • **Dribbble:** dribbble.com/-ayush-

SUMMARY

Visual and UI designer with 3+ years across freelance work and high-volume production at Vistaprint (Cimpress). Works from research and wireframes to prototypes and design systems in Figma, then into working frontends with AI-assisted coding, alongside original tools like Font2SVG.

SKILLS

Design & UX: Product design, user research, usability testing, usability heuristics, wireframing, prototyping, responsive design, design systems, information architecture, user flows, accessibility (WCAG 2.2).

Tools: Figma, Adobe CC (Photoshop, Illustrator, InDesign, XD), After Effects, Framer, Webflow, Canva, CapCut; Maya, KeyShot, Substance Painter.

AI & Development: AI Generalist (Claude, ChatGPT, Gemini, Google AI Studio, Ollama); Midjourney, Runway, ComfyUI; HTML/CSS/JS, Python, Git/GitHub, Docker, n8n, Cursor.

EDUCATION

M.C.A., Artificial Intelligence and Machine Learning, Manipal University Jaipur (Online) 2025–2027 (pursuing) · SGPA 8.74

B.Com, University of Delhi 2021–2024 · First Division

Diploma in 2D/3D Design and Animation, Arena Animation, Delhi 2019–2023

EXPERIENCE

Freelancer: UI/UX & Product Designer — Dec 2021 – Present

Remote, Delhi · 20+ projects across web, brand, packaging, and AI-assisted builds

- Designed end-to-end web and product UI for 20+ clients: research, user flows, wireframes, and high-fidelity Figma prototypes, plus AI video ads for campaigns.
- GaanaAI (short-term Product Designer): gave product feedback that shaped design changes, launched the social and blog channels, and produced AI video campaigns for brand partners.
- Built brand systems for early-stage launches: logos, packaging, and 3D product renders for a medical-skincare range.

Vistaprint (Cimpress): Production Artist / Designer & QC Reviewer — Mar 2023 – Aug 2025

Remote, India

- Built Photoshop automation (Generative Expand, one-click sharpen) that cut 10–15 minute tasks to one click, now used across multiple teams.
- Promoted to QA/QC for hitting monthly benchmarks; reviewed 100–250 files a day for accuracy and brand compliance.
- Mentored new designers as buddy support and rose from Production Artist SU1 to SU2 in 12 months.

PROJECTS

Font2SVG, open-source text-to-SVG converter

Drop in any font, type, and export an Illustrator-ready SVG. Around 470 unique visitors and 8K requests a month.

Live svg.ayushsoni.eu.org · **GitHub** github.com/F-e-n-y-x/Font-to-SVG

PromptSmith, open-source prompt design tool

Turns a rough idea into a structured prompt through a few questions; runs local models via Ollama or multiple AI APIs.

Live promptsmith.ayushsoni.eu.org · **GitHub** github.com/F-e-n-y-x/Promptsmith

UI Forge, AI UI generator (in progress)

Generates a fresh starting layout from a brief or URL, ready for Figma or clean HTML export. Leading the full UX.

Live uiforge.ayushsoni.eu.org · **GitHub** github.com/F-e-n-y-x/ui-forge

CERTIFICATIONS

Foundations & Advanced Practices in UX Design (Specialization), IIT Guwahati on Coursera Jun 2026 · Verify

The Field Guide to Human-Centered Design, Canva Design School Feb 2026 · Verify

Design Thinking for UX Design Managers, LinkedIn Jul 2025 · Verify

UI/UX Design with AI, Internshala Jan 2023 · Verify