ABINASH LENKA

UI UX Designer | Product Designer

CONTACT

📞 +91 9776295910

✉️ abinashlenkacool@gmail.com

📍 Puri, Odisha

🌐 Project Links

ABOUT ME

Innovative and results-driven UI/UX Designer with 3+ years of proven success in creating impactful, user-centered digital solutions across web, mobile, SaaS, and blockchain platforms. Skilled at transforming complex requirements into clean, intuitive designs that boost user engagement, retention, and conversions. Experienced in working with startups, agencies, and international clients, with a strong record of delivering projects in industries such as real estate, publishing, plumbing services, and NFTs. Passionate about design that solves problems, drives growth, and elevates user experiences.

EXPERIENCE

2024 – Present
Freelancing

Freelance UI/UX Designer

- Spearheading the UI/UX design of a real estate platform for Invest with Tajinder (in progress), focusing on lead generation and client trust-building.
- Designed and launched responsive websites for LeaksFinder and Pureflo, enabling local plumbing companies to boost online visibility and customer engagement.
- Built a modern agency website for Stratify, incorporating sleek visuals and a professional design system to enhance brand credibility.
- Delivered conversion-focused UI solutions that blend usability, aesthetics, and business goals.

2024 – 2025
Codearies

UI/UX Designer | Startup Experience – Codearies

- Designed an intuitive ICO Platform website, simplifying complex blockchain processes for everyday users.
- Developed a user-friendly NFT App with an engaging and accessible interface for creators and collectors.
- Created the Book Publishing Author Admin Flow, streamlining publishing and royalty management for authors.
- Collaborated with developers to ensure pixel-perfect implementation of designs across platforms.
- Note: The startup closed due to lack of incoming projects, but I successfully contributed to multiple live projects and gained diverse industry exposure.

2023 – 2024
Ideausher

UI/UX Designer – Ideausher

- Designed mobile-first, responsive web/app interfaces for global clients, improving usability across devices.
- Produced high-fidelity wireframes, prototypes, and conducted A/B testing to validate design decisions.
- Enhanced user journeys that resulted in measurable improvements in retention and engagement.

| 2021 – 2023 | **UI/UX Designer | Product Designer – Busibud Solutions** |
| Busibud Solutions | |

- Led the redesign of SaaS platforms, simplifying complex workflows and boosting user satisfaction scores.
- Conducted UX research and usability testing, translating findings into actionable design improvements.
- Delivered interactive prototypes that accelerated client onboarding and reduced support requests.

EDUCATION & CERTIFICATIONS

| 2016 – 2020 | **Bachelor of Technology (Electronics And Communication Engineering)** |
| Gandhi Engineering College | |

| 2014 – 2016 | **12th Science** |
| Navjyoti Junior Science College | |

| 2020 – 2021 | **Full Stack Web Development** |
| Edyoda | |

| 2020 – 2021 | **UI/UX Designing** |
| Great Learning | |

PROJECTS WORKED ON

Metaverse, Intuneody, Futr, BancIT, AFRO Reservation, Cachai, PMAC Fitness App, OUI Marketing Website, My French Logo, THYNQ, Senior Thrive, Privacy Lock AI, Stellar Coliseum Novas, Respitely, Bistro Bliss, Soytufan, ALL AG ALL DAY, Doctor Care, Yog Track, LMS, Deluxe Days, Zapling (NFT App), Salvacoin (ICO Platform), Dreambook Publishing (Book Publishing Author Admin Flow), Invest with Tajinder (Real Estate Website), LeaksFinder (Plumbing Services Website), Pureflo (Plumbing Services Website), Stratify (Agency Website).

Project Figma links :
https://docs.google.com/spreadsheets/d/1jQCQUcQRvN5WCsjNen7iJNRQQJ1dbAQpjicjWFmG7tQ/edit?gid=1920728855#gid=1920728855

SKILLS

- **Design & UX:** UI/UX Design, Responsive Design, Wireframing, Prototyping, Design Systems
- **Research:** User Flows, Persona Development, A/B Testing, Usability Testing
- **Tools:** Figma, Adobe XD, Photoshop, Illustrator, Miro, Notion
- **Additional:** WordPress Development, Copywriting, Client Collaboration

KEY HIGHLIGHTS

- 3+ years of diverse experience across startups, agencies, and freelancing.

- Successfully delivered end-to-end product design solutions across industries: SaaS, real estate, blockchain, plumbing, publishing.

- Strong ability to bridge the gap between business objectives and user needs, ensuring impactful results.

- Track record of creating designs that not only look good but also drive measurable business outcomes.