

Hey, I'm Jason 🙋

**Experience Designer | UX Researcher |
Community Collaborator | Photographer**

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An Experience Designer passionate about working with intuitive and creative solutions. Based in Mumbai, I work as a freelance UX and graphic designer, blending functionality with visual storytelling. At the heart of my work is an intimate understanding for **Humans**, while shaping meaningful **Experiences**, through collaborative **Design**, all inspired by a deep appreciation for **Art** and **Empathy**-driven problem-solving.

Where I've designed, researched and created:

- UX & Graphic Designer @Freelance - *Remote/based in Mumbai, India* **12.24 onwards**
- UX Researcher Trainee @Sandberg Development & GAIM AB- *on site in Malmö, Sweden* 09.23 - 05.24
- UX Researcher @Imint Image Intelligence AB - *on site in Uppsala, Sweden* 06.23 - 08.23
- Master Thesis UX @Imint Image Intelligence AB - *on site in Uppsala, Sweden* 01.23 - 05.23
- Photographer & Video Editor @Freelance + Prspct Media - *based in Mumbai, India* 2018 - 2021

Where I've studied and grown:

- Master's in Human-Computer Interaction @Uppsala Universitet - *Uppsala, Sweden* **08.21 - 2024**
- Graduate Student Trainee Program @Executive Foundation Lund (EFL) - *Malmö, Sweden* 09.23 - 05.24
- Bachelor's in Information Technology @SFIT, University of Mumbai - *Mumbai, India* 07.17 - 05.21

My projects, communities & part-time:

- Volunteering, Core Team Member @ Local Threads Collective - *Mumbai, India* **10.24 onwards**
A grassroots initiative nurturing community, sustainability, and creative expression through curated events such as art workshops and facilitating shared public spaces.
- A Netnographic study of BeReal @ Pet project - *Uppsala, Sweden* 10.22 - 01.23
Explored user behaviour on BeReal using Goffman's dramaturgy theories. Combined observation, interviews, and thematic analysis to examine authenticity and performative identity in social media use.
- Team JeKyLL @ Reply Creative Challenge 2022 - *Milan, Italy* 06.22 - 07.22
Finalist team in the Customer Experience category. We presented our redesign of the Heinemann Duty Free mobile application through a business pitch at the Reply convention in Milan, Italy.
- Assistant Bar-master/ Pub-host @ Puben, Västmanlands-Dala Nation - *Uppsala, Sweden* 01.22 - 06.23
While studying in Uppsala, I worked as a bartender and bar manager at a pub/club. My responsibilities included menu design, staff management and training, event support, and ensuring safety protocols.

Languages I live and work in:

English (*Fluent, C1*), Hindi (*Intermediate*), Swedish (*Basic, Learning*)

References available on request

See my **Portfolio** @jasonhasfika.online | Connect on **LinkedIn** @[jase Mendes](#) | Email me at jasonsaviomendes@icloud.com | Call me at **+91 8850- 658525**

The tools I work best with:

- Interaction Design - Sketch, Figma
- Visual Design - Affinity Designer/ Publisher, Pixelmator Pro, Procreate, Canva
- Photo Editing - Affinity Photo, Photomator, Adobe Lightroom
- Video Editing - DaVinci Resolve
- Project Management and Documentation - Notion, Jira, Microsoft Office
- UX Research and Ideation - Miro (Co-working, Brainstorms & Workshops), Dovetail (Coding, Thematic analysis, Presenting qualitative data), SurveyMonkey & Excel (Quantitative data-gathering, Data analysis & visualisation).

My design philosophy:

I see design as a way of making sense of the world, an act of inquiry that is grounded in observation, participation, and reflection. I have adopted my approach from an *Empiricist* tradition. I trust what can be learned through experience, through paying attention, and through being present with people and contexts. For me, design is not speculation from a distance, it's a process of learning through doing, seeing, and being. *Human-Centred* and *Participatory Design* aren't just techniques in my toolkit, they reflect how I believe design should show up in the world; collaboratively and with empathy. For me, design doesn't just shape form, it shapes understanding.

What I am great at:

I bring a strong foundation in *Qualitative UX Research*, with an interest in *Ethnography* and a focus on methods such as *Interviews*, *Participant Observations*, *Contextual Inquiry* and *Workshops*. My approach is grounded in *Empathy*, *Critical Thinking*, and *Systems Thinking*, with a deep commitment to *Human-Centered* and *Participatory Design*. I also enjoy working with both tangible and digital tools, from post-it notes on whiteboards to collaborative online platforms and interactive prototypes that bring concepts to life.

Where I am growing:

While I bring strength in qualitative methods, I believe quantitative approaches help fill in the gaps within qualitative insights. I am currently working on improving my fluency with *Quantitative UX Research* and *Data-Driven Tools* to balance my research practice and contribute more holistically across UX projects. I am also in the process of learning to integrate *AI Tools* into my daily workflow to enhance my productivity.

What I am beyond the tech and work:

Outside of work, I enjoy an active and creative lifestyle. While in Uppsala, I was a competitive rower with the university rowing club UARS. I'm passionate about photography, reading—especially on modern history, historical fiction, politics, and philosophy—and I occasionally sketch digitally. I love hiking, travelling (I've visited  and lived in , and find joy in experimenting with cooking. I've also worked in the service industry as a bartender, server, and in the kitchen—experiences that sharpened my adaptability, teamwork, and appreciation for detail.

References available on request

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