Ashwin Vishwanathan

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EDUCATION

Indiana University (Luddy School of Informatics, Computing, and Engineering)
Indianapolis, IN   *Aug 2024- May 2026 (expected)*
Master of Science in Human Computer Interaction

University of Mumbai
Mumbai, MH   *Aug 2015- May 2020*
Bachelor of Architecture

RECENT PROFESSIONAL EXPERIENCE

Product Designer (UX Specialist) | Level Supermind, Mumbai   *Oct 2023 - Jul 2024 (10 months)*

- Co-led a team of 4 in UX design, graphic design, and product innovation, collaborating with cross-functional teams, and contributing to the app's recognition as **Google Play's Best App of 2023** in India.
- **Redesigned and rebranded Level Supermind's website** (level.game), creating a new visual identity and enhanced user experience, leading to improved functionality and engagement.
- **Reduced user drop-offs by over 50%** by implementing a UX monitoring system and working with developers on 40+ targeted improvements across key user journeys.
- **Increased content engagement by 300%** in the "Recommended for You" section by adding customization options and refining recommendation algorithms to better meet user preferences.
- **Boosted chatbot re-engagement by 13%** through a user-centered redesign of the AI Personal Coach, improving interaction and retention.
- **Achieved a 10% adoption rate among daily active users (DAU)** for newly designed gamification features, including "Streak Hall of Fame" and "Supermind League."
- **Improved shareability by 75%** with a new affirmations page and post-meditation journey, encouraging more frequent sharing of post-meditation content.

UI/UX Designer | Designworks, Navi Mumbai   *Feb 2023 - Aug 2023 (7 months)*

- **Collaborated** with the client, marketing agency, and development team to ensure an on-time website launch for a B2B jewelry company, resulting in **100+ sales inquiries** in the first month.
- **Redesigned the website for MGM Hospital in Navi Mumbai**, collaborating with doctors, developers, and designers to create a user-centered experience that reduced navigation time to key resources (e.g.,Care centre information, appointment booking) by **25%**.
- Conducted a comprehensive analysis of the existing website, user research, and data feasibility exercises with the hospital's team, while establishing a design system and ideating effective design solutions.

SKILLS

- **Design**: UI/UX Design, Interaction Design, Accessible Design, Rapid Prototyping, Design Systems, Wireframing, High-Fidelity Mockups, Information Architecture, Responsive Design.
- **Research:** User Surveys, User Interviews, Persona Creation, Journey Mapping, Usability Testing, Heuristic Evaluation, Competitive Analysis, Data Visualization
- **Tools:**
  Design & Prototyping: Figma, Sketch, Framer, Adobe Suite (XD, Photoshop, InDesign, After Effects), Balsamiq, Miro, Overflow
  Project Management and Analytics: Jira, Clevertap, Webengage, Agile Methodology, Firebase
  3D & Visualization: Blender, Vray, Lumion, Spline, Revit, SketchUp
  Web Development: HTML, CSS
- **Soft Skills**: Collaboration, Problem Solving Approach, Empathy, Communication, Efficient Time and Task Management, Storytelling