

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

User Experience Design Intern | Real Tour Vision, Traverse City, MI

May 2025 - Present

- Collaborate with the customer support team to engage directly with users, systematically identifying pain points and UX issues through interviews, feedback sessions, and support interactions.
- Map and document user flows for diverse platform users including customers, photographers, and business clients by facilitating cross-functional workshops and direct user collaboration.
- Design the user flow and UI for a new Photo Editing feature, from initial wireframes to high-fidelity mockups, ensuring an intuitive experience based on real user needs and feedback.
- Deliver technical support and onboarding assistance, guiding users to navigate the software more efficiently and reducing support queries through proactive education and user-centric documentation.

Product Designer (UX Specialist) | Level Supermind, Mumbai

Oct 2023 - Jul 2024

Designed and optimized user experiences for **Level Supermind**, a B2C wellness and productivity app, driving engagement, retention, and adoption through user-centric design and strategic innovation.

- 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 drop off 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 and its conversational user interface, improving user engagement 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.

SKILLS

- **Design:** UI/UX Design, Interaction Design, Accessible Design, Rapid Prototyping, Design Systems, CMS, Wireframing, High-Fidelity Mockups, Information Architecture, Responsive Design, ADA/WCAG Compliance
- **Research:** User Surveys, User Interviews, Persona Creation, Journey Mapping, Usability Testing, Heuristic Evaluation, Competitive Analysis, Data Visualization, Market Research, Customer Sentiment Analysis
- **Tools:**
Design & Prototyping: Figma, Sketch, Framer, Adobe Suite (XD, Photoshop, InDesign, After Effects), Balsamiq, Miro, Overflow, Webflow, Wordpress, Generative AI Tools, Lovable, Replit, Cursor, Unicorn studio.
Web Development: HTML, CSS