

# Ashwin Vishwanathan

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Product Designer with 3.5+ years of experience leading product design and building conversion-focused web and mobile experiences across SaaS and consumer platforms. Expert in rapid experimentation with a proven ability to translate design efforts into measurable business impact through strong human-computer interaction and UX principles, contributing to product strategy and user experience enhancements.

## EDUCATION

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|---|--------------------------------------|
| <b>Indiana University (Luddy School of Informatics, Computing, and Engineering)</b><br>Indianapolis, Indiana, United States<br><i>Master of Science in Human Computer Interaction</i> | <i>Aug 2024- May 2026 (expected)</i> |
| <b>University of Mumbai</b><br>Mumbai, Maharashtra, India<br><i>Bachelor of Architecture</i>  | <i>Aug 2015- May 2020</i>            |

## RECENT PROFESSIONAL EXPERIENCE

### User Experience Designer- Apprenticeship | Salesforce, Indianapolis, IN Aug 2025 - Present

- Partnered with Product managers and UX Researchers to analyze behavioral patterns of high-frequency (“power”) users, translating insights into AI-enabled UX strategies that improved content discovery, learning completion, and retention.
- Conducted 10+ in-depth user interviews and synthesized findings into refined personas, journey maps, and end-to-end flow redesigns addressing friction in navigation, progression logic, and content discovery.
- Led competitive analysis of learning platforms to identify emerging UX patterns and strategic opportunities, shaping data-informed recommendations for future platform evolution.

### User Experience Designer | Real Tour Vision, Traverse City, MI May 2025 - Present

- Led mixed-method research across customers, photographers, and business users using interviews, support ticket analysis, and journey mapping to uncover usability and conversion bottlenecks across the SaaS platform..
- Led end-to-end redesign of the order scheduling system by interviewing photographers and analyzing user recordings, introducing availability- and location-aware assignment logic that reduced scheduling time by 30%.
- Led redesign of the new-user onboarding flow by consolidating fragmented help content into a guided setup experience with contextual articles and videos, reducing account activation time by 22%.
- Conducted UX, information architecture, and WCAG-compliant accessibility audits, partnering with engineering to implement scalable improvements aligned with the design system and usability standards.

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

- Co-led the redesign of Android, iOS, and web experiences for a mental wellness subscription platform, delivering consistent, scalable, and accessible UI aligned with a new brand system and visual design principles.
- Built and maintained a scalable design system, reducing developer implementation time by 20% and design QA cycles by 30%, enhancing product design efficiency.
- Led data-driven optimization of critical user journeys using funnel analysis and structured A/B testing frameworks, reducing conversion drop-offs by 50% and delivering 40+ rapid cross-functional product iterations over a six-month period.
- Partnered with Product and Marketing teams to redesign notification opt-in flows and gamified leaderboard systems, increasing daily active users by 30% over a six-month period.
- Designed and optimized conversion-focused landing pages for paid acquisition campaigns (Meta and Google Ads), achieving 8%+ conversion rates and directly contributing to subscription revenue growth.

## SKILLS

**Design & Research:** User Experience Design, Product Design, Interaction Design, Information Architecture, Wireframing, High-Fidelity Prototyping, Visual Design, Responsive Design, Design Systems, Accessibility (WCAG), UX Writing, Branding, Typography, Animation, Graphic Design, User Interviews, Surveys, Usability Testing (moderated and unmoderated), Heuristic Evaluation, Journey Mapping, User Flows, Competitive Analysis, Contextual Inquiry, Secondary Research, Behavioral Analytics, Funnel Analysis, A/B Testing.

**Front-End & Technical Skills:** HTML, CSS, JavaScript, React (foundational), Responsive Layout Principles, CursorComponent-Based UI Architecture.

**Business & Product:** Requirements Definition, Feature Prioritization, Cross-functional Collaboration, Stakeholder Communication, Iterative Design, Design Documentation, Management, Agile Methodology, Product Management, SaaS, B2B, Marketing

**Tools:** Figma (Advanced: components, variables, Dev Mode), FigJam, Figma Make, Framer, Webflow, Cursor, Replit, Lovable, Figma Make, Notion, Jira, Miro, Overflow, Adobe Creative Suite, AI design tools, Excel