

# 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](https://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.

### 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+ visitor to customer conversions** 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%**.
- Spearheaded the evaluation of the hospital's existing website, user research, and data feasibility efforts, creating a cohesive design system and delivering user-centric design solutions.

## SKILLS

- Design:** UI/UX Design, Interaction Design, Accessible Design, Rapid Prototyping, Design Systems, Wireframing, High-Fidelity Mockups, Information Architecture, Responsive Design, Accessibility Standard
- 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
  - Project Management ,Research & Analytics:** Jira, Clevertap, Webengage, Agile Methodology, Firebase, Maze
  - 3D & Visualization:** Blender, Vray, Lumion, Spline, Revit, SketchUp, Unity
  - Web Development:** HTML, CSS
- Soft Skills:** Collaboration, Problem Solving Approach, Empathy, Communication, Efficient Time and Task Management, Storytelling