

ASHWITHA JATHAN

UX Designer and Researcher

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EDUCATION

The University of Michigan-Dearborn

Master of Science in Human-Centered Design and Engineering
Concentration: User Experience Design

Dearborn, Michigan
Expected Graduation: April 2024
GPA: 3.89/4

Sahyadri College of Engineering and Management (Visvesvaraya Technological University)

Bachelor of Engineering in Computer Science and Engineering

Mangaluru, India
Graduation: May 2019, CGPA: 7.17/10

Relevant Courses: Foundations of Human-Centered Design, Human Factors and Ergonomics, Advanced Digital Design, Research Methods, Human-Computer Interaction, Management of Product and Process Design, Marketing Management, Understanding Customers, Capstone 1&2

SKILLS

Human-centered design, human-computer interaction, user-centered design, interaction design, user research, user persona, contextual inquiry, heuristics evaluation, focus group interviews, design thinking, hierarchical task analysis, task flows, ethnographic research, usability testing, visual design, qualitative and quantitative research, UI design, affinity mapping, user journey mapping, prototyping, wireframing and mockups, in-depth interviews, diary studies, card sorting, A/B testing, thematic analysis, coding, research methods, an eye for aesthetics, collaboration and teamwork, evaluating user requirements, agile methodology, scrum, graphic design, responsive designs for web, desktop, tablet and mobile applications, data visualization

Tools: Adobe Xd, Figma, Sketch, Miro, Marvel, Adobe Illustrator, Adobe Photoshop, Adobe Dimension, Wix, Canva, Microsoft Office, Jira, GSuite, InVision, Adobe Creative Suite, Axure, Visio

Programming knowledge: HTML, CSS, JavaScript, Bootstrap, C, Java, Python

WORK EXPERIENCE

Youbloom | Los Angeles, USA | Aug 2023 – Dec 2023

Youbloom's vision is to make live music affordable and enriching for all with a mission to deliver intimate, unforgettable, and affordable live music experiences worldwide by fostering the connection between fans, artists, hosts, and promoters.

UI/UX Designer

- Developed wireframes and interactive prototypes for effective communication of design concepts using Figma.
- Collaborated with cross-functional teams and stakeholders; created design systems including typography, iconography, and colors.
- Collaborated with developers to ensure the successful implementation of designs, maintaining emphasis on design consistency and quality.
- Presented design concepts, user flows and rationale effectively to the stakeholders, incorporating feedback for continuous improvement.

LTIMindtree | Bangalore, India | Jun 2019 – Aug 2022

Mindtree is a global technology consulting and services company that specializes in digital transformation, IT services, and outsourcing solutions.

User Experience Lead

Pioneered UX design for the Margin Improvement Program across 6 industry groups and 5 service lines which significantly increased EBITDA from 10.0% (Q1FY19-20) to 21.5% (Q4FY21-22)

- Reviewed business requirements and conducted user research to develop conceptual designs
- Developed high-fidelity wireframes using Figma; conducted usability testing and addressed UX heuristics.
- Implemented affinity mapping, journey mapping, storyboarding, and surveys.
- Collaborated closely with developers to guarantee the effective translation of designs into implementation, emphasizing design consistency and upholding high-quality standards throughout the process.

Revamped an existing booking system for a client using Figma and collaborated closely with a multidisciplinary team

- Elevated UI aesthetics and usability, ensuring a seamless user experience. Worked hand-in-hand with the development team to translate designs into a robust solution on Power platforms.
- Iteratively refined designs based on peer feedback, user research insights, and usability testing. Employed a comprehensive set of UX tools including storyboards, affinity diagrams, empathy maps, persona mapping, sitemaps, and process flows.

Designed a Patient's Portal using Figma and Adobe XD for a prominent North American healthcare center.

- Conducted rapid prototyping for a Proof of Concept (PoC) presentation, showcased a deep understanding of user needs and an agile UX design approach.
- Implemented intuitive design elements to enhance the overall patient experience, ensuring seamless navigation and accessibility.

Designer: Presales and Business Solutions – Customer Success

- Created compelling pitch decks for the customer success vertical and assisted in visualizing ideas through process flows, infographics, and one-slider diagrams.
- Applied graphic design skills to enhance communication and engagement.

Solution Consultant: The Digital Pumpkin, Innovation hub at LTIMindtree

- Enhanced the user experience for an airline company's software for handling weight and balance
- Problem-solving, market research, new product ideas, UX research, analyzing maturity levels, and creating pitch decks.

Full stack Developer

Worked as a full stack developer for a client - America's largest supplemental insurance provider.

Sahyadri Edu DREAMERS R&D Pvt Ltd | Mangaluru, India | Jun 2015 – May 2019

An incubator and innovation lab for compassionate social enterprises and individuals that empowers individuals to contribute towards the betterment of communities and the nation.

User Experience Engineer

- Collaborated with cross-functional teams to conceptualize, design, and implement innovative user experiences for web and mobile applications.
- Created low-fidelity wireframes and high-fidelity prototypes to illustrate and iterate on design concepts using Adobe Xd.
- Engineered the user interface on HTML5, CSS3, and JavaScript

Mentor

- Mentored and guided budding engineers in developing their design thinking skills, fostering an environment of creativity and innovation.
- Organized workshops and training sessions on UX design principles and methodologies, reaching a wider audience and promoting knowledge sharing within the design community.

Stoned Santa | NSRCEL, Indian Institute of Management, Bangalore | Bangalore, India | Jun 2018 – Jul 2018

Stoned Santa is a company incubated inside NSRCEL, focused on creating personalized gifts for customers.

Design and Innovation Intern

Contributed to the identification and recruitment of artists across India specializing in diverse art disciplines.

PROJECTS

- **Enhancing the usability of a dog-tracking app – “Fi”** ([View](#))
 - Simplified hierarchical task analysis (HTA) for improved usability.
 - Conducted usability and heuristic evaluations, addressing functional issues.
 - Created high-fidelity mockups, converted to clickable prototypes in Figma.
 - Incorporated user feedback for final design enhancements
- **Investigated challenges faced by international students to enhance their abroad experience through digital solutions**
 - Conducted 12 interviews across 7 countries, addressing diverse challenges.
 - Utilized mixed methods—Thematic analysis, Coding, Affinity diagrams, Rainbow sheet analysis, and Qualtrics survey.
 - Presented concise insights on socio-cultural, financial, academic, housing, and mental health challenges.
- **Improving the in-vehicle experience to help the elderly feel safe in an autonomous vehicle** ([View](#))
 - Performed user research employing contextual inquiry, storyboarding, and coded interviews.
 - Utilized Crazy 8s method for ideation and Figma for low and medium-fidelity wireframing.
 - Prioritized accessibility, adhering to WCAG/ADA compliance guidelines for inclusive human-machine interface (HMI) designs.
- **HealR – Tele-Healthcare Software Interface Design** ([View](#))
 - Conducted HTA for feature refinement and orchestrated participant recruitment for user interviews
 - Designed streamlined user interfaces and led rigorous usability tests.
 - Employed surveys and SUS analysis.
- **‘Avani’ – An app to reduce carbon footprint by carpooling, using public transportation and recycling** ([View](#))
 - Conducted in-depth user research and contextual interviews.
 - Developed high-fidelity prototypes using Figma and executed usability testing.
 - Evaluated and incorporated design critiques.

CUSTOMER DOMAINS

Banking and Finance, Retail, Travel and Hospitality, Education, Automotive and Healthcare

LICENSES AND CERTIFICATIONS

- *Introduction to UI*; Issued by: Coursera, 03/21
- *Become a UX Designer from Scratch*; Issued by: Interaction Design Foundation, 12/20
- *Design Thinking: The Beginner's Guide*; Issued by: Interaction Design Foundation, 12/20
- *Design Thinking for Innovation*; Issued by: Coursera, 09/20

PUBLICATION

[Fake News Detection using Machine Learning](#) - SAHYADRI INTERNATIONAL JOURNAL OF RESEARCH, VOL 5, ISSUE 1, 2019 · May 1, 2019