ASHWITHA JATHAN
UX Designer and Researcher

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Dearborn, MI

WORK EXPERIENCE

UX/UI Designer | Product Manager | The Growth Shark | Remote — Detroit, MI, July 2024 – Present

- Led the design and development of user-centric interfaces for multiple agency clients, enhancing client engagement and increasing conversion rates by 100%
- Collaborated with cross-functional teams to implement product strategies that aligned with client goals, resulting in the successful launch of 3 websites
- Managed project timelines and resources efficiently, ensuring all deliverables met deadlines and client expectations, contributing to 100% client satisfaction
- Integrated innovative design solutions and branding strategies, maintaining The Growth Shark's reputation for cutting-edge UX best practices

UX/UI Designer | IntelliBee Inc | Remote — Detroit, MI, May 2024 – Present

- Designed and built complex user-centered designs, including wireframes, visual designs, high-fidelity mockups, and prototypes using Figma
- Collaborated with product managers, CEO, and cross-functional teams to align designs with strategic goals for Intellibee's B2B SaaS platform
- Created user journeys, user flows, customer journey maps and guided junior designers
- Conducted user research and usability testing, gathering insights to inform design decisions and improve effectiveness
- Developed design specifications and maintained graphic standards and branding, ensuring a cohesive user experience
- Worked with the marketing team to design Intellibee's brochures, marketing banners, and merchandising to adhere to brand guidelines

UX Designer | Rebecca Everlene Trust Company | Remote Volunteer — Chicago, IL, May 2024 – July

- Designed user interfaces for the MEDKids application, enhancing educational content delivery and user engagement through intuitive designs
- Conducted user research and usability testing to gather insights and refine the MEDKids interface, ensuring a user-centric approach.
- Collaborated with cross-functional teams, including product managers and engineers, to align MEDKids design with its goals and user needs.
- Developed wireframes, mockups, and design specifications, ensuring a cohesive and user-friendly experience.

UX Designer | Youbloom — Los Angeles, CA, Aug 2023 – Dec 2023

- Produced responsive UI wireframes and interactive prototypes for 19 user flows at Youbloom using Figma, improving user-centered design.
- Conducted in-depth user research, developed design systems, and executed usability testing for enhanced user experiences.
- Collaborated with developers to implement interaction designs, emphasizing consistency and quality.
- Presented design concepts and conducted UI analysis, ensuring accessibility and stakeholder alignment.

UX Designer | LTIMindtree — Bangalore, India, Dec 2021 – Aug 2022

Client Projects:

- **Procter and Gamble (P&G):**
  - Conducted a comprehensive Design Thinking workshop for P&G's SK-II, facilitating cross-functional collaboration and ideation sessions to unearth customer pain points resulting in a 25% increase in team synergy.
  - Developed SKU analysis flow and user interface for P&G's e-commerce platforms optimizing product inventory management
- **Southwest Airlines:** Improved user experience by conducting design research for the PoC for Southwest Airlines's weight and balance software, elevating usability, and securing a successful design deal for LTIMindtree
- **Levi's:** Played a key role in designing an augmented reality app for Levi's aiming at assisting users in finding the perfect-fitting jeans.
- **Baptist Health:** Designed a Patient Portal for Baptist Health - Rapid prototyping for a Proof of Concept presentation, a pivotal factor in securing a deal for the company by showcasing the platform's potential and aligning it closely with Baptist Health's specific requirements.
- Revamped **LTIMindtree's Meeting Assistant and Booking system** with 3 iterative design cycles, leading to a 30% improvement in user satisfaction scores based on feedback.
- **Toyota:** Created low and mid-fidelity prototypes for Toyota's indoor navigation app. Prototyped the high-fidelity version on Adobe Xd.

User Experience Lead | LTIMindtree — Bangalore, India, Nov 2020 – Dec 2021

Pioneered UX design for L&T's complex 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) for web, iOS, and Android using user-centered design method

- Reviewed business requirements and conducted user research to develop conceptual designs
- Developed high-fidelity wireframes and clickable prototypes using Figma for mobile and desktop; conducted usability testing
- Implemented information architecture, 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.
- Analyzed the interface using Microsoft's App Insights; Made design accessible using WCAG compliance.

Full stack Developer | LTIMindtree — Bangalore, India, Jun 2019 – Nov 2020

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

User Experience Intern | Sahyadri Edu DREAMERS R&D Pvt Ltd — Mangalore, India, Jun 2017 – May 2019

- 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, HTML, CSS, and Javascript

EDUCATION

The University of Michigan-Dearborn   Dearborn, Michigan
Master of Science in Human-Centered Design and Engineering (in UX Design concentration).   Graduation: April 2024,
GPA: 3.91/4
Sahyadri College of Engineering and Management (Visvesvaraya Technological University)
Mangaluru, India
Bachelor of Engineering in Computer Science and Engineering   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, Integrated Design Thinking

SKILLS

User research, user persona, contextual inquiry, heuristics evaluation, focus groups, 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, research methods, evaluating user requirements, agile methodology, responsive designs, data visualization, web, native apps, mobile-first designs, iOS, Android, web analytics, WCAG, ADA
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, Useberry, UserZoom, Usertesting.com, Google analytics, Microsoft App Insights, Wix Analytics