

ASHWIN VISHWANATHAN

User Experience Designer

Atlanta, GA (Open to Relocation) | +1 317-499-4077 | ashwinv.design@gmail.com | ashwindesign.com |
linkedin.com/in/ashwinvishwanathan

PROFESSIONAL SUMMARY

UX/UI Designer with 4+ years leading strategy, research, and end-to-end design for consumer and SaaS products. Uses data-driven design, usability testing, and prototyping (Figma, Claude Code) to improve conversion, retention, and key product KPIs. Experienced partnering with Product, Engineering, Marketing and Merchandising to translate business objectives into accessible, measurable experiences. Currently leading a platform redesign driving adoption, conversion, and revenue growth.

SKILLS

Design & Research: User Experience Design, Product Design, Interaction Design, Information Architecture, Component-Based UI Architecture, Wireframing, Prototyping, Visual Design, Responsive Design, Design Systems, Accessibility (WCAG 2.1), User Research, User Interviews, Journey Mapping, User Flows, Competitive Analysis, A/B Testing, Usability Testing, Behavioral Analytics, Service Design, Iterative Design

Tools: Figma, FigJam, Framer, Webflow, Adobe Creative Suite, Photoshop, Notion, Jira, Miro, Overflow, Power BI, HTML, CSS, JavaScript, React (Foundational)

AI Tools: Figma Make, Claude Code, Cursor, Replit, Lovable, Midjourney, Adobe Firefly, Kling, Higgsfield, ChatGPT, Gemini

Business & Product: Product Strategy, Feature Prioritization, Agile Methodology, Stakeholder Communication, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

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

- Sole designer leading a ground-up platform redesign; owned product strategy, UX research, and end-to-end design execution using Figma and Claude Code to deliver WCAG 2.1 AA-compliant interfaces that improved overall usability.
- Redesigned the order-scheduling system by interviewing 30+ photographers and analyzing session recordings and scheduling data; mapped user flows and designed availability- and location-aware assignment logic, reducing scheduling time by 30%.
- Led UX for a third-party CRM integration and designed RTV's first subscription payment flow; defined user stories, created interactive prototypes, and validated flows through usability testing to achieve a 10% payment-page conversion rate.
- Established RTV's first design system, building a scalable Figma component library and visual language, to ensure visual consistency, streamline developer handoff, and accelerate cross-functional delivery.

Product Designer - Apprenticeship | Salesforce, Indianapolis, IN Aug 2025 - May 2026

- Identified core re-engagement issues affecting 64% of power users through mixed-methods research: conducted 11 interviews across 3 regions and competitive analysis of six platforms to reframe the product problem for the Trailhead Design Team.
- Led design strategy for two AI-native features - a RAG-powered conversational agent and an adaptive career dashboard - achieving 80% user confidence in the agent's Salesforce-related responses versus other LLMs.
- Delivered two tested prototype iterations and a final working product within 60 days using Figma Make and Claude Code, built to Salesforce Lightning Design System standards; conducted usability testing to validate flows and information architecture.

Product Designer | Level Supermind, Mumbai, India Sep 2023 - Aug 2024

- Led end-to-end redesign of Android and iOS apps and website for a mental-wellness platform, aligning product experience with new branding and resolving UX issues across onboarding and daily engagement.
- Built and owned a scalable design system in Figma that reduced development time by 20% and cut design QA cycles by 30%, accelerating cross-functional delivery across product and engineering.
- Mapped high drop-off points in core product journeys through funnel analysis and behavioral analytics, then implemented rapid iterations that improved journey completion rates by an average of 35% over three months.
- Redesigned notification opt-in flows and introduced a gamified weekly leaderboard to drive daily retention, increasing daily active users by 30% over three months.
- Designed and optimized paid acquisition landing pages across Meta and Google Ads campaigns, achieving 8%+ conversion rates and directly contributing to subscription revenue growth.

EDUCATION

Master of Science, Human-Computer Interaction | Indiana University, Indianapolis, IN Aug 2024 - May 2026

Bachelor of Architecture | University of Mumbai, Mumbai, India Aug 2015 - May 2020