

Aswathy P S

User Experience Designer

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Bengaluru

Summary

I am a UX designer with over 10 years of work experience in the design industry, specialising in Experience Design and User Research. My passion for creating effective user experiences has driven my success in delivering impactful design solutions for multinational clients across retail, finance, banking, petrochemicals, education & fashion industries. Throughout my design career, I have been fortunate to work with product teams across the globe while mentoring and learning along with my teams.

Education

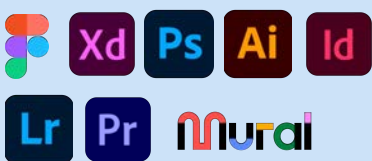
NID Gandhinagar

Master of Design, Strategic Design Management.
2018- 2021

NIFT Bangalore

Bachelor Of Design, Fashion Communication.
2009- 2013

Toolkit



Skills

Experience Design
Visual Design
Research
Product Thinking
Wire Framing
Qualitative Research
Ethnography
Field Research
Synthesis and insight generation
Systems Thinking
Service Design
Information Architecture

Certifications

IBM Generative AI Foundations
IBM Watsonx Essentials
Consumer Products Jumpstart
IBM Garage Advocate
Agile Explorer
IBM Design Thinking Practitioner
Enterprise Design Thinking Co-Creator

Experience

IBM iX Senior UX Designer

August 2021- Present

Heineken

- Launched financial reporting solutions on SAP Analytics cloud, bringing visibility and ease of processing financial transactions across different departments in the organisation.
- Created a design system and a design repository on SAP Analytics Cloud for easier development process and faster scaling up of the project.

FastInfra

- Created a prototype for a sustainable infrastructure project along with IBM blockchain architects which received funding from COP 26 Global Summit for the second phase.

Shell

- Designed and launched applications for the newly launched Low Carbon Fuel vertical which looks into the movement of Biofuels around the world, across the existing supply chain.
- Conducted accessibility audit for existing applications which were being integrated to LCF platform in the future.

Walmart

- Designed Pick exception Management Module which helped in easily identifying disparities in stock management, that helped reduce the error in inventory reporting by 30-40%.
- Pinned down key intervention points for a B2C retail platform, which informed the design directions for the upcoming year. Derived data driven insights through monitoring Google analytics and competitive market research.

Barclays

- Creation of internal application for Credit Risk analysis for their Corporate Banking requirements.

Cactus Global UX Designer (Graduation Project)

June 2020 - Jan 2021

- Research on identifying the product market fit and delivering User experience design solutions for an AI tool that helps assess the submission readiness of research papers.

Ahmedabad Traffic Police Department Design Researcher

March- April 2019

- Conducted user research and behavioural analysis to identify key factors contributing to traffic violations at Daflana junction.
- Developed and implemented behavioural design intervention aimed at increasing traffic compliance and reducing police deployment.

Jivaana.com Senior Designer

Jan 2017- May 2018

- Led the visual design and branding for Jivaana.com, encompassing online and offline marketing materials.
- Collaborated with a 3D design team to conceptualise and execute their first offline store layouts and props.
- Managed vendor relationships for print production and marketing materials, ensuring timely delivery and cost-effectiveness.

Mahindra Retail Communication Designer

Feb - Dec 2016

- Executed integrated marketing campaigns and visual merchandising artworks for in-house brands and store promotions.

Decathlon Sports India Communication Designer

Dec 2013- Jan 2016

- Executed multi-channel marketing campaigns, designed communication materials for 30+ store openings, contributed to brand guidelines and managed vendor production.