

Ayushee Aithal

Product Designer

Difficulty pronouncing? Try pronouns: /i-you-she/

EXPERIENCE

Senior UX/UI Designer at **Edwards Lifesciences**

Oct 2019 – present in Irvine, CA

Establish, direct, and champion new UX practice and strategy for an industry-first dashboard that analyzes hemodynamic data, resulting in positive patient outcomes and improved hospital ROI

Align business goals with user needs as a cross-collaborative leader between marketing, product, research, and engineering

Distill research findings to overhaul the end-to-end experience of existing platforms through content strategy, user flows, information architecture, wireframes, and high-fidelity prototypes

Lead iterative design reviews and clearly represent the team's work to stakeholders, resulting in the sign on of 5 major hospital networks as pilot sites

Document and communicate complex UX interactions that adhere to strict healthcare protocols and security requirements

Product Designer at **The Influx**

Apr 2020 – present in Los Angeles, CA

Execute apps for up-and-coming tech startups from ground up to MVP launch (i.e., research, content audit and strategy, information architecture, wireframing, and visual design)

Freelance UX/UI & Graphic Designer

2014 – present in Los Angeles, CA

Design branding/identity, print media, websites, and specialized web tools for a variety of non-profits and small businesses

UX/UI Designer at **Fundamental Design Group**

Jan 2018 – July 2019 in Los Angeles, CA

Contributed wireframes and visual design to government websites for the city of Los Angeles and mobile apps for tech startups

Utilized knowledge of typography, color, layout, and iconography to complete visual design and elaborate on brand's existing design system

Research Manager Nov 2016 – Jun 2019

Research Associate Nov 2015 – Nov 2016

at **LRW** in Huntington Beach, CA

Managed quantitative and qualitative market research studies for global brands spanning various industries including DHL, eBay, Verizon, Gerber, Nestlé, and American Greetings

Oversaw a multi-step process including project design, programming, data collection, processing, analysis, and reporting

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EDUCATION

Otis College of Art and Design

Graphic Design Certificate

May 2016 – Aug 2018

New York University

M.A. in Consumer Psychology

Honors Scholar

Sept 2011 – May 2013

University of Southern California

B.A. in Neuroscience,

Minor in Advertising

Town & Gown, Presidential Scholar

Aug 2007 – May 2011

TOOLS

Sketch

Figma

InVision

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Animate

Adobe Lightroom

Drupal

WordPress

Webflow

Basic HTML & CSS

Microsoft Office Suite

When I'm not busy designing, I'm embroidering, learning Hindi, and throwing themed dinner parties.