

# Ashwin Mohan

MOBILITY UX & SYSTEMS DESIGNER



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## Strengths

- UX Design Strategy - Evangelizes the human centred design (HCD) process and also deliberately applies systems thinking practices to identify root problems, causal relationships, generate meaningful insights and design opportunities.
- Strategic & Tactical Design - Employs a value and vision focused approach and explores strategic and tactical design directions to ensure desired outcome.
- Ideation - Illustrates ideas quickly and skilfully in 2D/3D formats; and develops low, mid & high fidelity prototypes in an iterative fashion.
- Storytelling - Applies design skills and narrative tactics to communicate an impactful story about the concept and brand.

## Experience



### Sponsored Project - Design Strategy

Waymo LLC

Sept 2019 - Dec 2019

- Led my team of 4 as a Strategist and influenced decisions related to design process, strategy and storytelling; in the field of autonomous vehicles (AV).
- Identified and outlined the core design principle(s).
- Contributed skill-wise in ideation, concept development and 3D modelling of the product package and optimized sensing range.
- Pitched and sold our IP as a team; currently under NDA.



### Sponsored Project - Mobility UX Design

Los Angeles Metro

May 2019 - Aug 2019

- Contributed in design research where I mapped pain points, user needs and visual data to facilitate collective insight and opportunity generation.
- Engaged in the iterative ideation process and envisioned 3 technology driven future user experiences.
- Strategically connected various ideas and illustrated user journeys through storyboarding.
- Supported my team by resolving work flow backlogs efficiently.



### Sponsored Project - Mobility Ecosystem Design

Peugeot

Jan 2019 - Apr 2019

- Planned and managed preliminary research tasks within my team; and facilitated synthesis of design opportunities.
- Guided my team in future ecosystem & service mapping, identified key touch-points, and devised strategies for our concept.
- Iterated Interfaces and products for our speculative ecosystem; and refined all final designs (product, interface and service).
- Contributed in storytelling and brand strategy development; internally.

## Education



### ArtCenter College of Design

Candidate for Masters in Science, Transportation Systems Design

2018 - Present



### Srishti Institute of Art, Design and Technology

B.Des in Industrial and Product Design

2014 - 2018

## Skills

(UX/UI Design)

(Interaction Design)

(Human Centered Design)

(Systems & Service Design)

(Speculative Design)

(Transportation Design)

(Industrial Design)

## Accolades

### Finalist

Design for Change - Adobe Jam  
2020

- Spearheaded a UX Design Storm consisting of 2 designers.

### Top 12

Create the Future Design  
Contest - TechBriefs  
2020