Ashwin Mohan
USER EXPERIENCE & SYSTEMS DESIGNER

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Education

ArtCenter College of Design
Masters in Science, Transportation Systems & Design
2018 - 2021

Master's Design Thesis
- Pursued a design thesis in the field of disaster management, and conceptualized a program using the Human Centered Design process - to improve collaboration and collective preparedness; within the realm of UX and Service Design.
- Presented the concept to two emergency managers of Miami-dade county, FL.

Srishti Institute of Art, Design and Technology
B.Des in Industrial and Product Design
2014 - 2018

Experience

Contract Project - Design Strategy
Waymo LLC
Sept 2019 - Dec 2019

- Led a team of 4 and strategically integrated various interaction touchponts into a complete user experience using user journeys, storyboards, and brainstorming.
- Identified and outlined the key design criteria, and theme(s) which in-turn guided design exploration.
- 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.

Contract Project - Mobility UX Research
Los Angeles Metro
May 2019 - Aug 2019

- Co-conducted design research where I mapped pain points, user needs and visual data to facilitate collective insight and opportunity generation.
- Strategically connected 4 ideas and illustrated a seamless user journey through storyboarding; which strengthened our teams response to insights.
- Co-developed solutions through iterative ideation, mapping and service blueprinting, and envisioned 2 technology driven future user experiences.
- Supported my team in resolving workflow backlogs by undertaking different roles.

Contract Project - Mobility Ecosystem Design
Peugeot
Jan 2019 - Apr 2019

- Planned and managed preliminary research tasks within a team of 4; and facilitated insights and opportunity synthesis.
- Spearheaded ecosystem & service mapping, and identified key UX touch-points; and devised business strategies in parallel.
- Wireframed roughly 30 screens and iterated designs for 2 products in our speculative ecosystem.; and refined all final designs (products and service).
- Contributed in storytelling by prototyping the onboarding experience.

Internship - Product Design
Ashok Leyland
May 2017 - Jul 2017

- Organized truck classifications and specs visually to facilitate identification of white-space.
- Worked with the internship team of 6, and produced design iterations and support sketches for an outer rear-view mirror (ORVM).
- Ideated and designed the logo identity for the MIDI mountain passenger bus.

Skills
UX/UI Design

- User Persona Framing
- User Stories & Use Case
- Information Architecture
- Wireframing
- Design System Building
- Interaction & Interface Design
- Concept Walkthrough
- Scenario Story Boarding
- 2D & 3D Ideation & Development
- Multi-fidelity Prototyping
- Usability Testing
- Heuristics Evaluation

UX Research & Strategy

- Contextual Inquiry
- Fly-on-the Wall Cataloging
- User Journey Mapping
- Task Analysis
- Deep Secondary Research
- Insight & Opportunity Synthesis
- UX Strategic Design Thinking
- Ecosystem Mapping
- Motivation Mapping
- Future Studies
- Vision Setting & World Building
- Service Blueprinting

Awards & Honors
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

ACCD Merit Scholarship
Graduate Program
2018 - 2021