

# Ayushee Aithal

## Product Designer

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

### EXPERIENCE

#### Principal Product Designer at **Shift4**

Jan 2022 – Present

Lead design of financial technology products powering major sports & entertainment venues countrywide (point of sale, merchant-facing dashboard, mobile ordering)

Engineer design team process and infrastructure including stand-ups, critiques, handoff, QA, hiring, and onboarding

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

Formalize and expand design system components across various products, reducing technical debt for designers and engineers

Socialize design at the team and company levels through articles, team wikis, and design tool administration

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

Oct 2019 – Apr 2021 in Irvine, CA

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

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

#### Product Designer at **The Influx**

Apr 2020 – Mar 2021 in Los Angeles, CA

Managed app design 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 – 2021

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

Jan 2018 – July 2019 in Los Angeles, CA

Utilized knowledge of typography, color, layout, and iconography to design UI for Los Angeles city government websites and mobile apps for tech startups

**Research Manager** Nov 2016 – Jun 2019

**Research Associate** Nov 2015 – Nov 2016

at **LRW** in Huntington Beach, CA

Directed 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

Figma

Sketch

InVision

Miro

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 sewing, learning Hindi, and throwing themed dinner parties. Check out some of my projects at [ayusheemakes.com](http://ayusheemakes.com)