

AARTI VASHISHT

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EDUCATION

ART CENTER COLLEGE OF DESIGN

Masters of Fine Arts (MFA)
Graduated April 2012

SRISHTI SCHOOL OF ART, DESIGN AND TECHNOLOGY

Professional Diploma Visual Communication Design
Graduated December 2006

SKILLS

PRODUCT DESIGN

User Experience – web platforms iOS, annotated user flows, wireframes, personas, visual mocks

User Interface – Design System & Guidelines

User Research – Qualitative Research, Usability Testing

SOFTWARE

Sketch, Adobe XD, Zeplin, InVision, Abstract, Moqups, Illustrator, Photoshop, InDesign, AfterEffects. Currently learning Figma

PROGRAMMING

HTML5, CSS.

CERTIFICATES

NN/g UX Certificate for Management Track
Certified Scrum Product Owner, valid through Mar 2019

EXPERIENCE

YAHOO! FKA VERIZON MEDIA, Sr Product Designer

August 2015– current, Los Angeles, CA

With product managers, engineers and stakeholder, I have successfully designed and launched products for analytics, security, & streaming services. As a design team, we build, manage, & implement the design system to provide a consistent platform experience. Currently, I am designing mobile & web-based conferencing SDKs as part of our streaming solution. I am leading plan for platform convergence that would add to the revenue, users and provide a cohesive experience. As part of the Design Council, I grow our design community through events & mentorship program.

REUNIFY, UX Designer

October 2014– August 2015, Los Angeles, CA

Instrumental in UX design for data analytics mobile applications that are active at over 30 enterprise locations. Designed intuitive user interfaces for complex data intensive products by delivering sketches, user flows and wireframes, mock-ups, visual designs and comprehensively annotated specifications. Consistently iterated while closely collaborating with product, engineering and business teams in a fast-paced agile product development cycle.

CKS, Project Coordinator (UX Research)

January 2008 – May 2009, New Delhi, India

Managed cross geographical field research and planned user-research studies for rural-based ICT services. Conducted innovation workshops with clients and generated comprehensive recommendations on services and product augmentations based on the analysis of data gathered using ethnographic studies, focused groups, usability testing.

FOLEY DESIGNS, Designer

February 2007 – August 2007, Bangalore, India

Designed packaging, brand and visual identity for multinational beverage and hospitality industries.

Details of the portfolio and references available upon request.