

aarti vashisht

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419-819-7720

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

DESIGN

User Experience – iOS, android and web platforms, flow-charts, user flows, wireframes, personas, mock-ups;

User Interface – visual designs, comprehensively annotated design specifications; **User Research** – ethnographic research, usability studies, focus groups.

SOFTWARE

Illustrator, Photoshop, InDesign, Dreamweaver
AfterEffects, Omnigraffle, Balsamiq.

PROGRAMMING

HTML5, CSS.

RECOGNITION

Certificate of Commendation for Diploma Project, 2006.

Design Fiction: Aarti Vashisht, 'Temple of Self', beyond the beyond, Wired Magazine, July 2012.

EXPERIENCE

REUNIFY, User Experience Designer

October 2013 – current, 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.

verynice, Visual Designer

September 2012 – September 2013, Los Angeles, CA

Researched, strategized and launched UX improvements for a nonprofit through in-depth user studies and analysis of complex layers for operations and organizational structure. The work entailed providing visually annotated recommendations detailing strategic design tools that were then deployed to streamline the efforts of a large network of volunteer groups.

PROPELLAND, UX and Research Consultant

May 2013 – June 2013, San Francisco, CA

Re-envisioned the user experience and service architecture for an app-based, on-demand ridesharing service through in-depth user studies of various stakeholders. Overhauled the brand experience with contextual user personas, experience flows, and unique service offerings.

CKS, Project Coordinator

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.