

AASHISH REDDY

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UX Designer | AI-Powered Products | Mobile-First Product Design | E-Commerce Experiences

SUMMARY

UX designer with a Master's in UX Design and a Computer Science background, experienced in designing mobile-first e-commerce, analytics, and web experiences. Skilled in using customer research, behavioral data, and usability studies to turn ambiguous product problems into clear workflows, high-fidelity interfaces, and responsive prototypes that improve product discovery and customer decision making.

TECHNICAL SKILLS

- **Design & Prototyping:** Figma, FigJam, Balsamiq, Miro, components, Wireframing, High-Fidelity UI, Interactive Prototyping, Design Systems, Components, Responsive Design
- **Research:** User interviews, A/B testing, usability testing, heuristic evaluation, UserTesting.com, Optimal Workshop
- **AI & Low-Code:** ChatGPT, Gemini, Claude, Cursor, v0, Figma Make, Framer, Lovable, Openclaw
- **Development & Delivery:** HTML, CSS, React, JavaScript, GitHub, Vercel, Google Analytics, Agile, design QA

EXPERIENCE

Lawm — Law Firm Management Software

Feb 2025 – Jan 2026

Co-Founder & Product Designer

Remote

- Legal-tech startup had no user research baseline; ran 20+ surveys and 10 lawyer interviews to map workflow gaps across partner, associate, and admin roles — translating findings into role-specific user flows and low-fidelity wireframes in Figma that shaped the product from 0 to 1.
- Designed role-specific flows for case intake, matter tracking, document management, and AI-assisted drafting; created reusable component patterns and a working prototype from Figma, partnering with the backend co-founder to account for implementation constraints.
- Legal users needed trustworthy AI support for ambiguous drafting outputs; designed the AI Hub with an LLM-powered drafting sidebar, document Q&A, error states, and confidence framing, then demoed it to 5 users with feedback projecting 35% time savings in daily workflow.

NetElixir — LXRInsights AI Dashboard

Sep 2025 – Dec 2025

UI/UX Designer Extern

New Brunswick, NJ

- Redesigned high-density analytics workflows in Figma to improve navigation, data interpretation, and experience consistency across dashboard modules; A/B testing showed 71% of users preferred the updated experience for clarity and ease of navigation.
- Bundle Builder lacked validation before roadmap inclusion; conducted 7 stakeholder interviews, synthesized findings into a prioritized product recommendation, and presented interaction changes to the product team, with 76% positive usability feedback supporting the feature's movement into roadmap planning.

Presperse — Let's Make Beauty

Jun 2025 – Aug 2025

Product Designer Extern

New Brunswick, NJ

- Audited a live Presperse's Magento-based e-commerce platform using Google Analytics signals, heuristic evaluation, competitor review, and WCAG checks to identify product-discovery, navigation, and purchase-flow friction.
- Redesigned PLPs, PDPs, filters, and landing pages in Figma across mobile and desktop breakpoints; ran moderated usability tests and partnered with developers on shipped improvements, including updated product layouts, inline PLP pricing, Similar Products, Recently Viewed, and multi-filter blog functionality.

Zythum Brewing Co.

Jan 2023 – Dec 2023

UI/UX Designer & Web Experience Specialist

Hyderabad, India

- Fragmented taproom IA caused mobile navigation failures during in-venue use; redesigned the site as a mobile-first Figma experience and built a modular component library mapped 1:1 to production code — enabling staff to manage menu content independently without developer involvement.
- Identified an off-peak purchase opportunity and designed three Food & Beverage Bundle layouts; tested configurations against live sales data, selected the highest-performing model, and drove an 18% lift in digital revenue during low-traffic periods.

PROJECTS

MedScor AI | Product Design Lead | Rutgers Health Hackathon — 1st Place, AWS Track

Oct 2025

- Medical students lacked objective feedback on oral presentations; designed AI scoring flows, student/instructor dashboards, and feedback review interactions in Figma, making model outputs more legible and trustworthy for non-technical users.
- Built and presented a working prototype in 48 hours with engineering teammates, winning 1st place in the AWS track among 12 teams.

Google Maps Mobile — Usability Evaluation | UX Researcher | Rutgers University

Sep 2025 – Dec 2025

- Core navigation features had hidden task-failure patterns; led a 20-participant usability study using moderated testing, UserTesting.com, heuristic evaluation, and surveys, finding 72% of users could not activate Offline Maps and 45% could not locate Arrive By.
- Synthesized task success, error, and time-on-task data into 4 prioritized interaction recommendations addressing IA gaps, feature labeling, and discoverability — packaged as a stakeholder-ready research report with defined next steps for redesign validation.

RCSB Protein Data Bank — Help & Onboarding Redesign | UX Researcher & Designer

Jan 2025 – May 2025

- Restructured help, search, and onboarding flows for a scientific platform serving 1M+ users; usability testing improved task success from 70% to 95%, reduced task time by 20%, and decreased errors by 30%.

EDUCATION

Rutgers University

Jan 2024 – Jan 2026

Master of Business and Science, User Experience Design — GPA: 3.75

New Brunswick, NJ

Symbiosis Institute of Technology

May 2019 – May 2023

Bachelor of Technology, Computer Science and Engineering

Pune, India