

Aishwarya Subramanian

UX DESIGNER

Bengaluru | +91 9886768132 | aishwaryasjobsearch@gmail.com | [Portfolio](#) | [LinkedIn](#)

Award-Winning Industrial Designer Turned UX Designer

I'm a **UX Designer** with over **5 years of experience** collaborating with product managers and engineers to create thoughtful, **user-centered digital experiences**. I specialize in turning **complex problems into simple, intuitive solutions** through **research and user testing**. Whether it's wireframes, user flows, journey maps, or high-fidelity prototypes, I focus on crafting seamless interactions that actually work for people — and I'm highly proficient in Figma, which is my go-to tool for collaborative, iterative design.

But what really drew me to UX wasn't just the design tools or the process—it was how certain **apps made me feel**. It wasn't about the number of features; it was about how easy, natural, and even delightful they were to use. That feeling stuck with me, and it's what drives my approach today. I'm naturally curious and love uncovering insights that shape meaningful design decisions and ultimately make a real impact.

SKILLS

- UX Research
- Conducting User Interviews
- Information Architecture
- Heuristic Analysis
- Lo-High Fid Wireframes
- Prototyping
- User Testing and Feedback

TOOLS/SOFTWARE

- Figma
- Adobe Illustrator
- Adobe Lightroom
- Adobe Premiere Pro
- Miro
- Adobe Photoshop
- Google Suite

EXPERIENCE

Netbramha Global UI UX DesignStudio **Bengaluru, India**
UX Designer March 2024 - Present

- Collaborated on the **redesign of one of India's largest UPI apps - BHIM**, enhancing critical payment flows for millions of users.
- Facilitated in-person user testing** for BHIM app, across three Indian cities, gathering insights from diverse user groups to drive product improvements.
- Played a key role in user research** for a leading mutual fund product, influencing key design strategies and decisions.
- Revamped a SaaS-based data management platform**, streamlining complex workflows and improving usability for data professionals.

Planned Career Break
Lupa Restaurant - India's Top 50 Restaurants, 2024
Pastry Chef Intern

Bengaluru, India
Feb 2023 - July 2023

- During my design career break, I served as a Pastry Chef at Lupa, Bangalore, under the renowned Chef Manu Chandra. I created two desserts that earned a spot on the menu.

- **Winner of the 2022 Singapore Sustainable Open Innovation Challenge**, our team was acknowledged for crafting game-changing sustainable food packaging specifically tailored for Singapore's dynamic food delivery system.
- **Played a key role in executing a Sound and Light Installation with Arduino code for the world's leading watch manufacturer.** Completed in 10 days in Bangalore, showcased in The Hague, Netherlands.
- **Winner of the Lexus Design Award India 2019 in Lifestyle Accessory**, recognizing top-tier industrial design (top 1% from 800+ entries). Acknowledged for excellence by India's leading innovators and designers across categories.
- Contributed to the **development of creative and innovative food packaging solutions** and kitchen equipment for FMCG companies.
- **I created a biodegradable design solution by developing a natural 100% starch-based bioplastic**, aiming to replace polypropylene with a more sustainable and eco-friendly alternative.

EDUCATION

PG Program | Advanced Certification in UI UX Design
IIIT

Bengaluru, India
Aug 2023 - Feb 2024

Planned Career Break

Diplôme de Pâtisserie
Lavonne Academy Of Baking Science and Pastry Arts

Bengaluru, India
Aug 2022 - Jan 2023

BA (Hons) in Product Design
Loughborough University

Loughborough, UK
July 2015 - July 2016

Diploma in Product Design
Nanyang Academy Of Fine Arts (NAFA)

Singapore
July 2012 - July 2015

CERTIFICATIONS

UX Workshop By UX Design Mentor Anudeep Ayyagari
Growth School

Jan 20th, 2024

HOBBIES

Beyond the pixels, I'm a serious food enthusiast. So much so that I am a certified **Pastry Chef**. I also dabble in **Food Photography and Styling** and built a [food blog](#) to document my recipes - *The Recipe Lab*.

I'm also a classically trained **Bharatanatyam** dancer and enjoy the outdoors.