Aishani Suvarna

aishanisuvarna1@gmail.com | +1 (331) 5757780| [Portfolio](#) | [LinkedIn](#) | Ames, Iowa

UX Designer with experience crafting data-driven, user-centric solutions for SAAS products. Passionate about User-Centered Design, accessibility, intuitive design, and storytelling to create seamless digital experiences

EDUCATION

Iowa State University   **Aug 2024 - May 2026**
Master's in Human-Computer Interaction : GPA: 4.0   Ames, IA

MIT Institute of Design   **Jul 2019- Jun 2023**
Bachelor's of Industrial & Product Design : GPA: 3.3   Pune, IN

EXPERIENCE

Whirlpool GTEC   **Aug 2023 – May 2024**
Product Designer   Pune, IN

- Led the end-to-end UI/UX design of an internal hiring portal from concept to launch, reducing candidate application errors by 40% and improving HR workflow efficiency using structured user flows and interactive Figma prototypes.
- Redesigned Whirlpool's Global SaaS Dashboards and created 20+ new user interfaces used by 1,000+ stakeholders across the US, Europe, Brazil, and India
- Developed intuitive data visualizations and KPI dashboards using Adobe XD, Figma, and ThingWorx, improving decision-making for 50+ global teams.
- Built and maintained a scalable design system and tech packs to streamline dev handoffs; also designed creative assets for the company website, email campaigns, and internal webinars.
- Conducted 30+ user interviews and synthesized 2,000+ internal feedback entries to drive continuous UI improvements across key internal platforms.
- Delivered UI revisions via PTC ThingWorx, collaborating closely with engineering to ensure technical feasibility and alignment with real-world usability.

Whirlpool GTEC   **Jan 2023 – July 2023**
Product Design Intern   Pune, IN

- Proposed and led the concept for a semi-automatic washing machine tailored to India's lower-middle-class market, initiating the project during the internship.
- Conducted 15+ field interviews and on-site ethnographic research to identify user pain points, translating findings into actionable design specifications that addressed both usability and affordability constraints.

TATA AutoComp   **Jun 2022– Jul 2022**
Product Design Intern   Pune, IN

- Designed a new truck dashboard interface for TATA's flagship *Signa* model, focused on improving night-time usability, driver comfort, and safety.
- Conducted qualitative research, including interviews with 8+ truck drivers, to uncover pain points and inform ergonomic improvements.
- Proposed a redesigned dashboard layout with improved iconography and backlit controls, enhancing interaction in stressful, low-light driving conditions.
- Developed and tested wireframes and 3D switch bank models in Figma, leading to a 30% improvement in usability and reduced driver fatigue.
- Presented end-to-end design solutions to senior leadership and was selected for the second phase of development.

SKILLS & TOOLS

Software Tools: Figma, Adobe Creative Suite, Miro, Framer, JASP, **PTC** Thingworx, Fusion 360, Keyshot, Jira, HTML, CSS, Python
Skills: WCAG Accessible Design, A/B Testing, Contextual Inquiry, Design Systems, Design Thinking, Heuristic Evaluation, Information Architecture, Interaction Design, Journey Mapping, Persona Development, Rapid Prototyping, Responsive Design, Storyboarding, User Flow, Wireframing, Qualitative Research, Quantitative Research, Usability Testing,

Leadership

Communication Director: Founding and Council Member Human Factors and Ergonomics Society (HFES) Iowa State University Student Chapter,
Founder: Co-Founded UXExplore, a community platform to assist students pursuing a career in UX design.