

ASHWARYA SUBHLUXMI

INFO

Name

Ashwarya Subhluxmi

Profession

Product Designer

Email

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Website

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SOCIAL

Medium

@Ashwarya

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in/ashwaryasubhluxmi

Twitter

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Dribbble

dribbble.com/ashwarya

AWARDS

Spotlight award

[Quicken/Intuit](#)

People's choice award

[NASA Hackathon](#)

EDUCATION

Bachelor of Sciences in
Information Systems

[San Jose State](#)

Design Implementation:
Getting to Market

[Stanford University](#)

Game On! How Gaming
Can Motivate You and
Your Customers

[Stanford University](#)

PROFILE

I'm a purposeful designer, who is deliberate and logical. I've created impactful design solutions for top fintech companies by utilizing a combination of data science, creativity and empathy in my design process.

WORK EXPERIENCE

Lead Designer - Tax Vertical

San Francisco

[Credit Karma](#) / 03.2019 - Present

- Owned timeline, roadmap, and implementation for the entire Tax Vertical. This comprises 1600+ plus screens, making it the largest project by size within Credit Karma.
- Facilitated alignment within the tax team across engineering, member support, analytics and design by getting everyone involved early on. On seeing and recognizing gaps in communication and general process I had been taking up a lot of responsibilities that would ideally be done by the PM for e-file.
- Started a partnership with analytics. Created product mapping and data projections that help everyone on the tax team to create OKRs and product strategy for the next tax year.
- Lead and utilized early stage research through Decibel Insights that helped unlock key user behaviour patterns and top areas for improvement.
- Created new designs for various projects such as Navigation, Forms, Dashboard, Refund Estimator, Side Menu, Mobile Search, Cards, Simple filer flow, State flow and Savings/Tax Integration.
- Introduced KPL to the e-file product and successfully getting the engineering team onboard to re-skinning ALL of the 1600+ screens in the product to match Karma Product Language guidelines.

Product Designer

San Francisco

[LendingClub](#) / 07.2018- 03.2019

- Designed LendingClub's Document Upload (Underwriting) feature from the ground up. Introduced new staging area for image upload and dynamic FAQ. 50% of the users now utilized the new FAQ's and 68% of those customers converted.
- Redesigned the to-do list in the underwriting feature by introducing stages and hiding completed and in-review tasks, increasing issuance by 1.23%.
- Designing LendingClub's first native app for post-offer loan issuance process.

Product Designer

Menlo Park

[Quicken / Intuit](#) / 05.2016- 07.2018

- Drove interaction and visual design for Quicken's first Web and new Mobile Product - featuring top product features like: Investing, Budget Tracking, Spending Tracking and FI Account management.
- Presented designs to the product team, management, and Quicken executive board to get feedback and iterate on the design solutions.
- Received "Spotlight Award" for designing the new Web app.

UX Intern

[SAP](#) / 6 months

Teaching Assistant

[San Jose State](#) / 2014 - 2016

UX Engineer Intern

[Oracle](#) / 3 months

Program Management Intern

[Synopsys](#) / 3 months