

# Kapil Viswanathan

## PRODUCT DESIGNER

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### EXPERIENCE

#### Product Designer | Ford Motor Company, USA May'17 - Now

- Leading the UX team with iOS and Android application for Ford Easyway
- Taught new designers essential skills (user research methods, wireframes, personas, designing and prototyping with Sketch and Invision) to streamline our workflow
- Influenced the creation and integration of design practices throughout the company as a part of the Design Enablement Team
- Facilitated successful design sprints and design thinking challenges
- Conducted in-depth user research and usability testing in San Fransisco
- Worked in a fully Agile environment
- Take broad, conceptual ideas and turn them into something useful and valuable designs

#### Research Assistant | Colostate, USA Sep'15 - Apr'17

- Design flows and experiences that are incredibly simple and elegant for ramweb
- Partner with other designers and engineers to oversee the user experience of new features and products from conception until launch
- Develop design prototypes for testing hypotheses, before developing complete software solutions
- Create and maintain a style guide of patterns, animations, and color pallets

#### UI Design Intern | BHEL, India Mar'14 - Jun'14

- Conceptualized original ideas that bring simplicity and user friendliness to complex design challenges
- Worked with the Marketing Team to incorporate brand guidelines into the UI design
- Seek out creative, design-led solutions to challenging problems
- Developed the Front-end of the employee portal using HTML and CSS

#### Web Designer | Wipro, India Jan'13 - Sep'13

- Used visualization and service design for creative problem-solving
- Built digital web products through wireframing and prototyping for Nike and eBay
- Created wireframes and prototypes using Photoshop and Illustrator

### PROJECT

#### Precious | Pet diet app July'18 - Oct'18

- Conducted friendly user interviews with the pet owners.
- Created persona, wireframes, prototypes and micro-interaction for iOS app
- Evaluated the design through fast usability testing methods to iterate on the design solutions to improve usability and user experience.
- Created micro-interactions with Invision Studio

### SKILLS

#### Design

Data Visualization  
Design System  
Storyboarding  
Sketching  
Whiteboarding  
Wireframing  
Prototyping  
Micro-interaction  
Animation

#### Research

User Interviews  
Comparative Analysis  
Persona  
Survey  
Heuristic Evaluation  
Usability Testing  
Contextual Inquiry  
Affinity Diagram

#### Tools

Sketch, Figma  
Invision  
Principle, Flinto  
Photoshop  
Adobe XD  
Illustrator  
After Effects  
Final Cut Pro

#### Development

HTML  
CSS  
Javascript

### EDUCATION

Masters in Engineering  
Colorado State University  
GPA 3.55/4

Bachelor of Engineering  
Anna University, India  
GPA 7.5/10