

# Kapil Viswanathan

Product Designer

[Kapilviswa.com](http://Kapilviswa.com)  
kapil.v9@gmail.com  
720-722-9181

## 📁 Work Experience

### Senior Product Designer - Ford Motor Company (Contract)

May 2017 - Current

- Co-owned the creative process from concept to launch and shipped significant redesigns of the GoRide dispatch and driver app.
- Worked directly with product managers, engineers, researchers, marketing teams and other designers providing design solutions for experiments and using data to inform hypothesis.
- Delivered a unified set of guidelines, toolkits, and accessible components for GoRide Disptach experiences and crafted dozens of in-product illustrations and Pixel-hinted all icons.

### UX Researcher - Colorado State University

Jan 2015 - May 2016

- Created a better user flow that delivers clear and relevant information in fewer clicks for the college of business administration.
- Iterated on various designs and prototypes through brainstorming with other designers; Created personas, led heuristic reviews, & visualized customer flow maps in Illustrator.
- Moderated task-based user tests and A/B tests of low and high-fidelity wireframes and prototypes. Worked on product research and ideation process to understand student problems and potential solutions.

### UX Designer - Bharat Heavy Electricals Limited (India)

Oct 2013 - June 2014

- Worked with the identity team to create a new sign-in experience for internal employees. Collaborated with a developer and helped with HTML and CSS.
- Delivered high-quality, polished, delightful, and easy to use design, thinking in terms of design systems, not just screens.
- Designed and prototype many ideas quickly and regularly connected with employees to validate product directions.

### Web Designer - Wipro Limited (India)

Jan 2013 - Sep 2013

- Designed the interface for Wipro Digital and worked with the engineering team to finish implementation.
- Redesigned the onboarding from end-to-end for the employee portal, leading to roughly a 20% increase in click conversion rate and a 5% decrease in customer inquiries.

## 🔧 Skills

- UX Design
- UX Research
- Concept Sketches
- Wireframes
- Prototyping
- User Testing
- Data Visualization
- Design systems
- Icon Design
- Video Editing
- Illustration

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- Sketch
  - Figma
  - Invision
  - Principle
  - Adobe CC
  - Invision Studio
  - HTML & CSS

## 🎓 Education

### Campbellsville University

MBA

June 2019 - June 2021

### Colorado State University

Masters in Engineering  
August 2014 - May 2016