

Ashwin Raghavan

Product Designer

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Kalyan Nagar, Bangalore

[My Portfolio](#) | [My LinkedIn](#)

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Education

California College of the arts | MDes Interaction Design | Aug 2023, San Francisco
Dropped out

Whistling Woods International | Dip Screenwriting | Jul 2019 – Jul 2020, Mumbai, India

University of Madras | B.Sc Visual Communication | Jul 2016 – Apr 2019, Chennai, India

Experience

Vance (YC 22) | *Product Designer (Contract)* May 2024 – Nov 2024

- ◆ Owned the end-to-end design and optimisation of Vance's remittance app website, successfully converting 30% of site traffic into active users.
- ◆ Developed SEO-driven projects that increased organic traffic and enhanced search rankings, contributing to sustained growth in user acquisition.
- ◆ Led the redesign of landing pages (in development) for marketing campaigns, collaborating closely with the growth and marketing teams to align brand messaging and user goals.
- ◆ Conducted extensive secondary research and competitor analysis to optimize the currency converter tool, improving user experience and engagement on key conversion pages.
- ◆ Focused on CRO (Conversion Rate Optimization) by improving currency converter dashboards, leveraging data-driven insights through A/b testing to improve user journeys and drive measurable results.

Raksha Technologies | *Marketing & Product Designer* Jan 2022 – Jul 2023

- ◆ Developed a responsive website on **Webflow** with 25 pages of curated content equipped with CMS, CRM integrations and designed over 100 lead generation modules. Increased page visitors by 300% & improved online lead generation by 56%.
- ◆ Conducted 50+ foundational and usability user research studies along with through userflows & prototyping and delivered 4 distinct design pathways for our website.
- ◆ Built a design system on **Figma** with over 500 components and a brand language with bespoke illustrations, motion graphic videos to maintain a uniform design language across various mediums.
- ◆ Produced over 50+ email marketing automation modules based on data driven insights from **Zoho Analytics** and created over 20+ unique landing pages and a digital asset pool for the sales team & marketing teams.

Kadhai Films | *Assistant Director* Sept 2021 – Dec 2021

- ◆ Managed about 3 advertisement film projects and consolidated the pre-production & the production process by coordinating with 6 departments.
- ◆ Developed 9 story treatments and 3 scripts in collaboration with the directors for Ad films with brands like *Neuberg diagnostics, Sonata watches & XSeed education*.
- ◆ Researched about 50 different ad film styles and defined several visual palettes, moodboards for each advertisement, ones that aligned with the company's brand as well as our client's need.

Skills

Motion Design & Interaction Design, Product Design, Prototyping, Brand & Identity, Accessible Design Systems & Information Architecture, UX research, Webflow Development, Figma, Framer, Origami Studio, *Adobe creative suite* (After effects, Premiere pro, Photoshop, Illustrator)