

# Aswathy Das DV

Senior Lead — UX Strategy & Design Leadership / AI-Driven Innovation

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## ABOUT

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Fourteen years leading design at the intersection of AI, enterprise UX, and human-centred strategy. I build design practices, guide multi-disciplinary teams, and translate complex research into products people genuinely want to use. Currently shaping AI-driven industrial experiences at Siemens — from robotics platforms to AI Copilot evaluation frameworks.

## EXPERIENCE

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### Senior Lead UX Consultant & Product Owner

*Siemens Technology & Service Pvt Ltd*

2017 – Present · Bangalore, India

- Built and scaled the UX practice across robotics, industrial automation, and digital twin platforms.
- Reduced design-to-delivery time by 35% through AI-integrated design operations and workflow automation.
- Drove 40% first-time user adoption on the Robotics AI platform via end-to-end UX strategy.
- Standardised design systems across 100+ global projects, ensuring cross-team consistency.
- Led RFP strategy and sales support — improved bid accuracy by 25% through an AI-assisted knowledge base.
- Mentored designers and researchers; filed 3 invention disclosures with 1 patent pending.

### User Experience Analyst

*Cognizant Technology Solutions*

2015 – 2016 · Bangalore, India

- Designed e-commerce and fintech solutions; led usability research and cross-functional collaboration.

### User Experience Designer

*EY (Ernst & Young)*

2013 – 2015 · Trivandrum, India

- UX research, prototyping, and testing for cybersecurity and financial products.

### IT Business Analyst

*N'celadus Infotek Pvt Ltd*

2012 – 2013 · Trivandrum, India

- Requirements analysis, UML modelling, and stakeholder communication for IT solutions.

## SKILLS

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### Design

UX Strategy · Service Design · Design Systems · DesignOps · HCI · AI-UX Integration

### Leadership

Team Management · Stakeholder Influence · Mentoring · Practice Building · OKRs

### Research

Usability Testing · Journey Mapping · Mental Modelling · Thought Leadership

### Tools

Figma · Axure · Miro · Confluence · Adobe CC · FigJam · Condens · TheyDO

## EDUCATION

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MBA, IT Systems · University of Kerala · 2009–2011

*BTech, Computer Science · University of Kerala · 2004–2008*

**CERTIFICATIONS**

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*Certified Usability Analyst (CUA), HFI · Adobe Certified Associate (ACA)*

**RECOGNITION**

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*Siemens India Award Finalist · Siemens UX Award — Robotics AI*