

Aswathy Das Dv HFI CUA™

AI UX Strategist | Product Innovation Leader | Design Leadership



SUMMARY

Business-driven AI UX Strategist & Product Innovation Leader with 14+ years of experience in user-centered design, AI-driven UX, and digital transformation. Proven expertise in leading UX teams, defining enterprise UX strategies, and integrating AI, robotics, and industrial automation into user experiences. A hands-on leader skilled in UX research, customer advocacy, and agile methodologies, with a track record of enhancing adoption, retention, and revenue growth. Over the past few years, I have been hungry, curious, and determined to hone my leadership and business prowess, bridging design, strategy, and business impact.

HISTORY

Leadership Experiences

Lead UX Consultant Jan 2017 – Present

SIEMENS Technology & Service Pvt Ltd | Bangalore, India

User-Centered UX Strategy & Business Impact :

- Led UX strategy for AI-powered robotics and predictive analytics, improving first-time user adoption by 40% through intuitive onboarding flows and interactive tutorials.
- Designed seamless user journeys, reducing the learning curve by 30%, leading to faster activation of new users.
- **Cross-Functional Collaboration**
 - Partnered with product managers, engineers, and stakeholders to align UX with business goals, contributing to increase in customer retention and product upsell.
 - Retention: Standardized UX frameworks across 100+ projects, enhancing usability and reducing rework, ensuring product stickiness.

CORRESPONDENCE

inform.aswathy@gmail.com

SKILLS

Product Design & Delivery
Product Strategy
MVP
Cross Functional Leadership
Customer Advocacy
Design Thinking
Business Innovation
Team Building & Mentorship
+ More

TOOLS

Figma
Adobe XD
Adobe Photoshop
Adobe illustrator
Notion
Miro
Confluence
+ More

PATENT FILING

. Predictive modeling for robotics behavior and control in industrial production process.

. Gen AI profiling for AGV (Awaiting Patent)

SOCIALS

[linkedin.com/in/aswathyd](https://www.linkedin.com/in/aswathyd)

Aswathy Das Dv HFI CUA™

AI UX Strategist | Product Innovation Leader | Design Leadership



- **Team Mentorship & Leadership:**

- Lead a multidisciplinary team, drive collaboration across design, business, and tech, provide agile leadership, facilitate innovation workshops, and mentor teams for ownership and growth.

- **Innovation & IP**

- Filed 3 invention disclosure and 1 awaiting patent. Mentored women in 10+ ID/IP submissions, strengthening Siemens' innovation pipeline.

EDUCATION

Bachelors of Technology
(BTech) in Computer Science
and Engineering | 2004-2008

Masters in Business

Administration (MBA) in IT
Systems | 2009-2011

CERTIFICATIONS

Certified Usability Analyst
CUA -HFI
Adobe Certified Associate
(ACA)

HISTORY

Other Experiences

- **User Experience Analyst** Feb 2015 – Dec 2016
COGNIZANT Technology & Service Pvt Ltd | Bangalore, India
- **User Experience Designer** Aug 2013 – Feb 2015
EY (ERNST & YOUNG) | Trivandrum, India
- **IT Business Analyst** Apr 2012 – Aug 2013
N'CELADUS Infotek Pvt. Ltd. | Trivandrum, India

AWARDS & CREDITS

- **SIEMENS INDIA AWARDS** 2025
Finalist in the prestigious Siemens India Awards, acknowledging excellence and significant contributions in the field of innovation and technology.
- **SIEMENS UX AWARDS** 2024
Awarded the UX Siemens Award for developing innovative and high-impact concepts in User Experience (UX) and Robotics AI, recognized for advancing technology-driven user interactions.
- **Honored as an Innovation Torchbearer** 2023
Awarded the UX Siemens Award for developing innovative and high-impact concepts in User Experience (UX) and Robotics AI, recognized for advancing technology-driven user interactions.