

Aishwarya Chitale

Pittsburgh, PA (open to relocation) | +1 (412) 251-1760 | aishwaryachitale15@gmail.com | [linkedin.com/in/aishwaryachitale](https://www.linkedin.com/in/aishwaryachitale) |
Portfolio: aishwaryachitale.com

Product Designer with 3+ years shipping data-driven digital products for Fortune 500 clients across enterprise, healthcare, and edtech (from user research through design systems and analytics dashboards). Completing a master's at Carnegie Mellon University (Dec 2026). Authorized to work in the US for 3 years without sponsorship (STEM OPT).

Experience

Product Design Intern

Lumis Corp

Jun 2026 – Aug 2026

Pittsburgh, PA, USA

- Owned the end-to-end self-directed UX/UI redesign of an AR-based medical simulation training platform as the sole product designer; audited the software to identify usability gaps across instructor and medical-student workflows and translated findings into a prioritized redesign roadmap
- Built the company's first design system from scratch, establishing a unified visual language and reusable component library that streamlines design-to-engineering handoff across the platform
- Designed analytics dashboards 0-to-1, collaborating with cross-functional partners in data science and engineering to surface simulation performance insights for instructors

UX Research Assistant

Carnegie Mellon University, Human-Computer Interaction Institute

Feb 2026 – Present

Pittsburgh, PA, USA

- Designed and executed research protocols across 6 co-design workshops with **45+ teachers** in **8+ school districts**, plus in-classroom observations; performed qualitative coding and thematic analysis of transcripts in Dovetail and Taguette to synthesize user insights that shaped **K-12 edtech product strategy**
- Validated early feature concepts with teachers through AI prototyping and created a design system used to produce teacher dashboard screens tied to i-Ready diagnostic results, integrating research findings into existing classroom workflows

UX Designer 2 (Consultant)

Deloitte USI

Mar 2025 – Aug 2025

Bengaluru, India

- Led end-to-end product design of a Subscription Billing feature for Toyota Material Handling's Customer Portal, Ecommerce, and Marketing websites across web and mobile, contributing to **100% growth in enterprise accounts** (1,100+), **43% growth in users** (5,100+), and 200% increase in Connected Solutions page views
- Redesigned the MyToyota Customer Portal dashboard UI to surface data-driven fleet and order insights for managers, contributing to a 3.4% decrease in bounce rate, **99.7% increase in page views** (90,515), and 9.2% growth in unique visitors (6,791)

UX Designer (Analyst)

Deloitte USI

Aug 2022 – Mar 2025

Bengaluru, India

- Improved registration conversion by **61%** for Toyota Material Handling by leading stakeholder workshops, analyzing drop-off patterns across the registration funnel, and redesigning key components and user flows; performed HTML/CSS visual QA across QA/UAT environments
- Enabled users to find the right medical care on M Health Fairview's web and mobile platform by conducting user research, building a component library, and delivering prototypes for the "Get Care" feature, supporting **11K+ sessions** on a platform serving **1.46M users**
- Conducted contextual role-play testing, competitive analysis, heuristic evaluation, analytics review, and stakeholder co-design sessions to redesign M Health Fairview's information architecture, delivering a mega menu and header experience that became the platform's **second most-interacted element with 400K+ navigation events**
- Improved sales broker efficiency on Point32Health's Tufts Health Plan Salesforce portal through heuristic evaluation, a component library, and responsive dashboard mockups, streamlining workflows for brokers serving 100K+ providers and 2M members

Education

Carnegie Mellon University

Master of Integrated Innovation for Products and Services (MIIPS) | GPA: 3.93/4.0

Aug 2025 – Dec 2026

Pittsburgh, PA, USA

- Coursework: Applied Research Methods, User Experience Research, Data Visualization, Spatial Interaction(AR/XR), Real World AI

Symbiosis Institute of Design

B.Des (Bachelor of Design), Communication Design — Major in Animation Film Design

Jul 2018 – May 2022

Pune, India

Skills

Design: Interaction Design, User-Centered Design, User Flows, Wireframes, High-Fidelity Prototyping, Design Systems, Information Architecture, Visual Design (typography, color, layout, iconography), Motion Design, Storyboarding, Responsive Web and Mobile Design

Research: User Interviews, Usability Testing, Heuristic Evaluation, A/B Testing, Journey Mapping, Co-design Protocols, Competitive Analysis, Qualitative and Quantitative Data Analysis, Stakeholder Workshops, Design Critiques

Tools: Figma, Framer, Cursor, Claude Code, Dovetail, Tableau, Adobe Creative Suite, Blender, Unity, HTML/CSS

Recognition

- Applause and Spot Awards, Deloitte USI:** won new business from AT&T, Travelers, and Dell through RFP flow design and prototyping; recognized for the Toyota Subscription Billing delivery
- Best Experimental Animation Award, Symbiosis Institute of Design:** independently produced a 5-minute 2D short film on the climate crisis, scriptwriting through post-production
- Hack-a-Startup Top 15 Team, Carnegie Mellon University:** Top 15 of 31 teams (300+ participants), pitching mood-responsive spaces validated through customer discovery