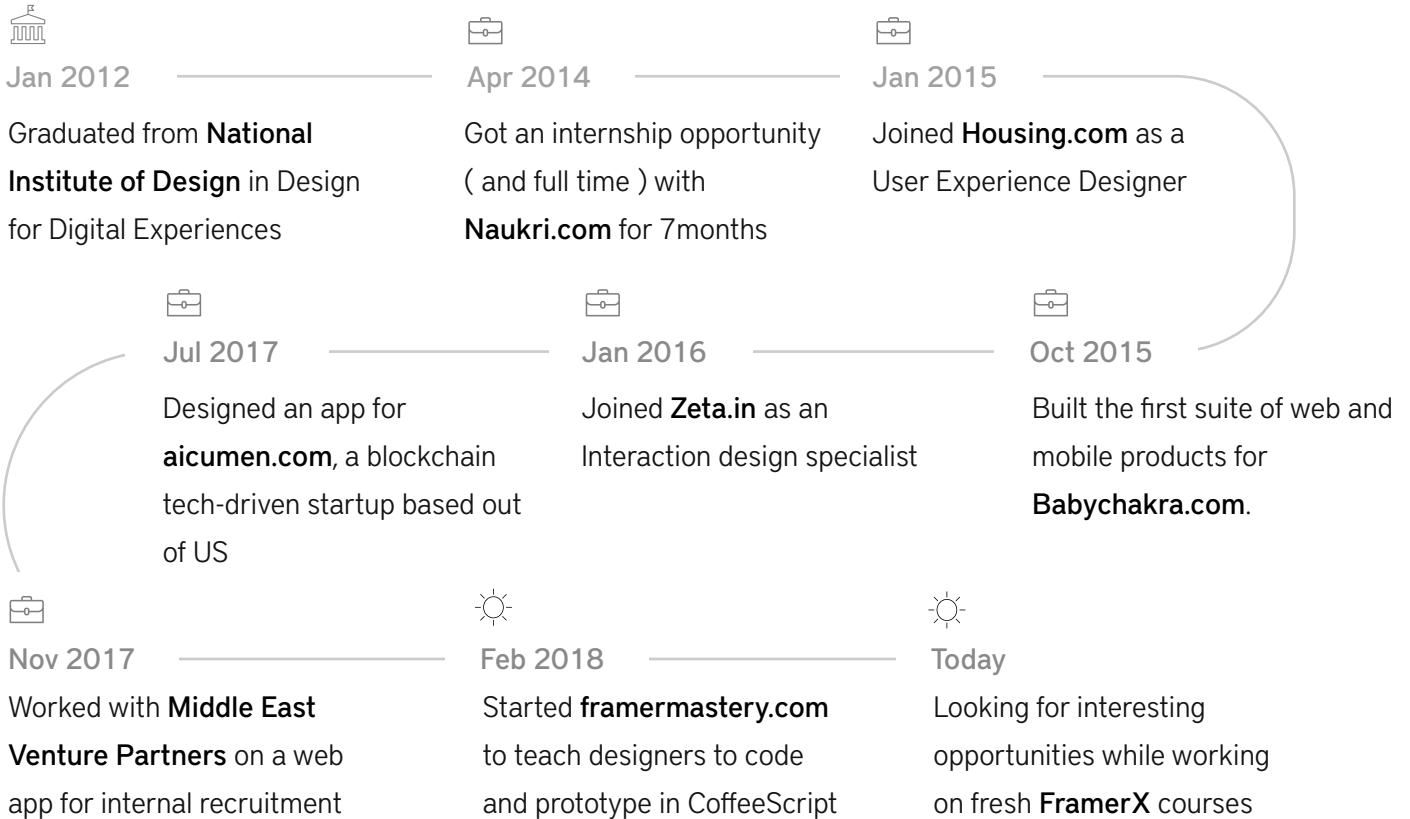


Aswin Ranganthan

I'm a UX designer specializing in designing SaaS products for the web and mobile browser. I'm also an enthusiastic React Developer.

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Education & Work Experience (5+ years)



Work Summary

- Designed and shipped Buy platform for the web at **Housing.com**
- Conducted extensive Contextual Enquiry and User Testing at **Housing.com**
- Designed initial suite of products for **Babychakra.com** now part of Google Launchpad Accelerator program
- Lead designer for merchant side product in the fintech sector at **Zeta.in** that now brings 10M+ monthly transactions
- Transitioned into a front-end developer with React as the preferred technology apart from HTML/CSS
- Created **framermastery.com** and taught designers to code with Framer along with workshops.

Honorable mentions

- Seldom have I come across User Experience designers who have the ability to look through the nuances of a problem and solution with the level critique and understanding that Aswin does.
- Gaurav Joshi, Head of Design, Housing.com
- I have seen Aswin evaluate many possible interaction options before nailing down on one. In many cases he used to suggest a better option than the best in market :)
- Balaji Sundeep, Product Manager, Zeta.in
- He's a versatile designer who's capable of working across platforms and problem domains, and strives to achieve perfection in whatever he does.
- Felix Jamestin, Director of Product Management, Zeta.in