

ASWATH SIVAKUMARAN

 Product Designer, Researcher

 Gothenburg, Sweden

 aswathatwork@outlook.com

 theaswath.com | LinkedIn

AWARDS

KTH International Scholarship

March 2023

Awarded scholarship for outstanding academic performance.

Runner Up – UX Project Showcase

December 2022

Card game “Persistence” was voted runner up for best project at an open public exhibition at KTH.

Jury Selection – D'Source Corona Design Challenge

June 2020

Project “Ration” selected by an international jury for open solutions addressing COVID-19 problems.

Winner – Typoday 2019 International Poster Competition

March 2019

“The Dots Are Dancing” among the 40 posters showcased at the international typography festival.

TOP SKILLS

Design

Digital Product Design, Digi-Physical Prototyping, Copy Writing, Developer Handoff, GenAI.

Tools & Development

Figma, After Effects, Photoshop, Illustrator HTML/CSS, Javascript, Git, Vue, Weavy AI

Research

Heuristic Evaluation, Service & Journey Mapping, Qualitative and Quantitative Data Analysis, Flow Diagrams, Interviews, A/B Testing, Documentation

Management

Leadership, Kanban, SCRUM, Agile, Creative Direction, JIRA

Languages

English (Native), Swedish (Beginner)

RELEVANT WORK EXPERIENCE

Automotive UX • Zeekr Design | Gothenburg, Sweden

November 2024 – Current

Designing experiences for next-gen luxury electric vehicles.

- Design lead: Starlight cabin experience. First released '26 Zeekr 001. Collaboration with animators, engineers, suppliers and management.
- Icon design for the Zeekr 9X using traditional and generative AI.
- UI/UX design for unreleased projects and internal tools and systems.
- Digi-physical prototyping at various stages for varied stakeholders.
- Collaboration with high level stakeholders in China and Sweden.

Digital Designer • Zeekr Design | Gothenburg, Sweden

May 2023 – August 2024

Designing digital experiences for next-gen luxury electric vehicles.

- UI Lead: Zeekr 9x off-road experience.
- UX/UI Design for Zeekr's next gen Automotive AI OS. Two conceived features implemented in production.
- Cross-collaboration with lighting designers, software and hardware developers for smart lighting experiences.

UI/UX Design Intern • Alwy | Stockholm, Sweden

June 2022 – August 2022

Redefining user experiences while working closely with product owners, designers, and developers at a Swedish fintech company.

- UX Audits (Web and Mobile).
- Design of new features for web interfaces (Figma).

User Experience Intern • Line (Beem) | California, USA (Remote)

July 2020 – October 2020

Designing the new Line app at an American fintech company while working with a distributed global team.

- Market and competitor research to understand where the product shines, fails, and what potential new features could be added.
- Worked closely with senior management and developers to address product issues. Prepared material for investors' reviews.
- UI/UX design, Figma prototyping, documentation, developer handoff, and mobile application testing (usability and accessibility).

EDUCATION

MSc. Media Management • KTH Royal Institute of Technology

August 2021 – Present • Stockholm, Sweden

HCI, UX, Interaction Programming, Media Production, Digital Transformation, Industrial Economics, Entrepreneurship, Creative AI

Thesis: Investigating Consumer Perception and Speculative AI Labels for Creative AI Usage In Media

Research Paper: How to Make AI Artists Feel Guilty in a Good Way? Designing Integrated Sustainability Reflection Tools (SRTs) for Visual Generative AI. (Int. Conference on Computational Creativity 2023)

Bachelor of Design (B.Des) • IIITDM Jabalpur

July 2017 – May 2021 • Jabalpur, India

UI Design, Visual Ergonomics (UX), Design Thinking, Service Design, Design Research, Graphic Design

References are available on request.