Ashutosh Kole
UX Designer

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WORK EXPERIENCE

User Experience Designer (short contract)   *Apr 2024 to July 2024*
Hewlett Packard Inc. (through KForce)

- Released the AI Companion app, focusing on landing and Offers pages. Collaborated with Design, Product, and Engineering teams, producing engineering-ready mocks and completing handoffs in an Agile environment using Jira

User Experience Designer   *Dec 2019 to Dec 2023*
Google (through Virtusa)

- Pivotal system-level UX designer at Google, advancing Gen AI & LLM on a high-traffic Machine Learning platform with 24% quarterly user satisfaction growth
- Designed & launched Google Cloud's Vertex AI's Labeling UI, cutting 80% model training code, enhancing MLOps efficiency
- Transformed UX for Gen AI & LLM integration with traditional ML. Provided mocks/prototypes, refining designs from UX insights research
- Created pixel-perfect mocks, enabling seamless engineer & PM collaboration. Iterated designs from feedback, ensuring excellence

User Experience Designer   *Feb 2018 to Nov 2019*
Hewlett Packard Enterprise (HPE) Labs

- Drove UX for HPE's Machine Learning, data visualization, and analytics products with a systems-level approach, contributing to Edge-technology business growth
- Principal UX designer with a product-level strategy, leading the UX, design, research, and testing, key in stakeholder collaboration

UX Designer   *Apr 2017 to Jan 2018*
Micro Focus (formerly **Hewlett Packard Enterprise)**

- Revamped website and App/Plugin Marketplace during HPE-Micro Focus merger, ensuring seamless customer experience
- Created wireframes and mocks for reviews, usability, A/B testing, and rebranding, enhancing information architecture and UX

UX Designer   *Aug 2016 to Apr 2017*
Durolabs

- Led research and analysis, including interviews, storyboarding, and persona development, leading to the launch of a user-centric Product Lifecycle Management tool

PROFILE

Over 7 years in UX design, excelling in web apps, data viz, Machine Learning, Gen AI, and LLM. Skilled in crafting research-driven, user-centric designs. Proven ability to turn concepts into impactful experiences. Ready to innovate in new environments

PAST CAREER

Member of Research Staff
(Xerox) Palo Alto Research Center, *2006 - 2014*

Influential in tech development across diverse hardware sciences, multiple patents and publications

EDUCATION

User Experience Design program
General Assembly, San Francisco
2015 - 2016

Master in Mechanical Engineering
The University of Texas at Arlington
2002 - 2005

SKILLS

- Ideation, user flows, information architecture and wire-framing
- Interaction and visual design, prototyping, data visualization
- User research and usability testing

TOOLS

Pen & Paper, Figma, Sketch, Adobe XD, Invision, Jira, basic HTML.