Aswin Diyali

Lead UX Designer | Melbourne, Australia

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Bio

Certified Usability Analyst with 10+ years of experience designing interfaces humans actually enjoy using. Skilled at turning messy requirements into clean, user-friendly designs that delight both stakeholders and end users.

Core Skills

Methods & Practices: User Research, Wireframing, Prototyping, User Testing, Interaction Design, Visual Design, Design System

Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, InVision, Animate
Secret Powers: Translating business needs and user needs into delightful screens.

Experience

User Experience Designer – Wevolt
May 2023 – Present | Perth, Australia
Designed an EV charging app + Charge Point Operator management system. Partnered with business teams to shape product direction and vision.

Lead Experience Designer – Citi Bank
May 2022 – Dec 2022 | Pune, India
Led a team to redesign Citi Bank's enterprise payment portal. Conducted user interviews, created wireframes, and ran usability tests to final delivery.

Senior Lead Experience Designer – Infosys
Mar 2019 – May 2022 | Chennai, India
Designed experiences for Citi Bank, Microsoft, and Mondelez. Built and tested interactive prototypes; evolved design concepts with stakeholder feedback.

Senior UI/UX Designer – Verizon (Contract)
Jan 2018 – Mar 2019 | Chennai, India
Created simplified setup flows for enterprise billing portal. Delivered wireframes, prototypes, and visual design support.

Senior Web Designer – Shriram Value Services
Jun 2016 – Nov 2017 | Chennai, India
Designed a learning portal, focusing on features, flows, and interaction design.

Web Designer – Sem Valley
Jul 2013 – Aug 2015 | Chennai, India
Designed responsive websites and worked across UI design, motion design, and prototyping.

Selected Projects

- **EV Charging Platform (Wevolt)**: From concept to prototype—an app + dashboard for EV charging and operator management.
- **Enterprise Payment Portal (Citi Bank)**: Led redesign to streamline transactions, reduce errors, and improve usability.
- **Billing Portal (Verizon):** Designed simplified user flows that reduced onboarding friction for enterprise users.

Education & Certification

- **Certified Usability Analyst (CUA)** – Human Factors International, 2017
- **BSc Computer Science** – Patrician College of Arts & Science, 2005