



Aishwarya Kulkarni

Product Designer, Brand Strategist, Educator

Based in San Francisco

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EXPERIENCE

DMBA // Social Media Designer and Previously Event Coordinator

Sep 2023 - Present // San Francisco

Redefined DMBA's positioning through a 40-response student-alumni survey, with 42.5% selecting the a new positioning & visual language. The refreshed branding clarified the program's meaning and drove 250 story views and 1,000+ video plays.

Potion Inc // Creative Director

Dec 2019 – Aug 2023 // Mumbai

Repositioned the brand from ritualistic Ayurveda to gender-neutral biotech skincare through workshops & 200 survey insights. Designed a cohesive brand system— identity, packaging, and website— saving ₹7 lakhs in design costs. Recently featured at In-Cosmetics Korea and Beauty World Middle East.

TATA Consultancy Services (TCS) // User Experience Designer

Nov 2020 – May 2023 // Mumbai

Led a 5-person UX team in redesigning Unilever's IoT-based 1-page dashboard into 6 task flows of 40 pages for better user alignment. Delivered cross-device wireframes, securing phase-two approval and funding. User testing showed that 13 of 17 users praised the design. As a result, I received a UX Excellence Award.

EDUCATION

California College of the Arts (CCA)

MBA in Design Strategy

August 2023 — May 2025

San Francisco, CA

Tobin Shreeve Memorial Scholarship Recipient

Indian School of Design and Innovation

Undergraduate in Communication Design

July 2016 — May 2020

Mumbai, India

Star performer recipient

Mumbai University

BA in Sociology

July 2016 — May 2019

Mumbai, India

ACADEMIC PROJECTS

The Moonshot Factory (Google X) // Product Design Lead from CCA

Sep 2024 – Nov 2024 // Mountain View

Directed a 7-week design sprint, leading both strategy and execution of the design thinking process to tackle a moonshot challenge. Due to sharp synthesis, ideation, and rapid iteration, 15 out of 20 users found clear value in the digital prototype.

Stanford Jazz Workshop // Design Strategist from CCA

Sep 2024 – Dec 2024 // San Francisco

Developed a new business model to support market differentiation of SJW festival in alignment with their authentic value proposition. Introduced ticket bundles and cross-collaboration strategies to boost revenue. We validated the concept through a fake door test (CTR: 6.62%, first-impression ratio: 51.51%), ensuring a strong market fit and possibly increasing attendance by 6%.

Lab to Fab (L2F) // Brand Strategist from CCA

March 2024 – May 2024 // Fremont

Facilitated brand strategy workshops to establish vision, mission, and positioning. Delivered an execution plan and frameworks for independent implementation.

SKILLS

Research

Affinity Mapping, Business Models, Contextual Inquiry, Customer Journey Map, Ideation Workshops, Product Roadmap, System Mapping, User Interviews, Value Proposition Canvas

Design

Branding, Design Systems, Iconography, Information Architecture, Prototyping, Storyboarding, System thinking, User Testing, visual design, Wireframing,

Softwares

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Canva, ChatGPT, Figma, FigJam, Google Suite, Microsoft Office, Mural, Slack, Wix, Zoom

View all work experiences on [LinkedIn](https://www.linkedin.com/company/designwithaishwarya). References available upon request.