

Harthi Vasudevan

EDUCATION

M.Tech Computer science

Pondicherry University | Jul 2016 – May 2018

B.E Computer science & Engineering

IFET College of Engineering | Jun 2012 – May 2016

SKILLS

Design Methods

Enterprise Design Thinking facilitation

Primary & Secondary Research

User Experience Design

UX Strategy

Low and High-Fidelity Design

Prototyping & Usability Testing

Research Methods

User stories

Persona

Task and Error Analysis

Information Architecture

Tools

Figma

Adobe XD

Sketch

Invision

Marvel

Abstractgo

Languages

English, Tamil, Hindi

COMMUNITY AFFILIATIONS

Founding Member

SWIFT, (Swift Women In Free Software & Tech)

— Enlighting womens in the Free software and open source technology. Conducting workshops and regular meetups for the girl students and womens about the technology and help them contribute.

Executive Member

FSFTN (Free Software Foundation, Tamil Nadu)

— Conducting workshops and meetups for the students which help them understanding about the tools in opensource and free softwares.

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EXPERIENCE

User Experience Designer

IBM | Apr 2021 – Present

Highmark (Oct 2025 - Mar 2026)

- Led user research with candidate interviews to identify pain points, informing as-is and to-be journey maps for client onboarding and long-term repayment
- Partnered with front-end, back-end, and cross-functional teams to translate journey insights into implementable service improvements

Royal London Group - RLG (Jun 2025 - Sep 2025)

- Developed low- and high-fidelity wireframes for an internal payment system within an AI agent-driven platform, streamlining workflows for internal users
- Translated payment system requirements into wireframes and user flows for an Agent AI platform, collaborating with product and engineering teams

Mercedes Benz (2023 - 2025)

- Designed an end-to-end web application for monitoring, triaging, and analyzing infotainment system errors from customer vehicles, supporting data-driven quality improvements
- Built an internal publishing platform for data scientists to publish and share research reports, improving knowledge sharing and visibility of insights

Ericsson (2021-2023)

- Led the modernization of a Windows desktop application into a responsive web application, simplifying software updates and extending access across multiple platforms
- Transformed a legacy desktop tool into a cross-platform web application, improving maintainability and giving users a unified interface across devices

Designer - Developer and User Experience

Setu | Feb 2020 – Nov 2020

- Worked on Setu's Payments business unit products like, BBPS, UPI Deeplinks, Settlement dashboard, Setu's docs etc.
- Worked on design screens for Internal tools & third party integrations for easy payments infrastructure (Companies & Banks).

Product Designer

Cleartax | Oct 2018 – Jan 2020

- Worked on Cleartax products like GST, Mutual Funds. Solving various problems on the user onboarding experience and other projects including like GSTR-9, Pattern Library, GST health check report, etc.
- Worked on were mainly focused on the GST user and customer to undergo user-friendly and smooth experience while filing their GST returns.

OTHER PROJECTS

IKEA in India

- Redesigning the delivery process of IKEA's DIY products and providing them the easy delivery and assembling methods.

Fleet management

- Designed a web based and mobile application for the truck owner and the driver to track the behaviour of the driver, etc. Inorder to reducing the cost spending on the process.

DESIGN PROFILES

Portfolio — harthi.work

Behance — behance.net/harthivasudev