

# Aishwarya Vardhana

www.aishwaryavardhana.com | avardhana42@gmail.com

I am a product designer, systems thinker, artist, and culture maker based in the Bay Area.

## EXPERIENCE

### Designer and AAPI Outreach Advisor | Biden Harris 2020

SEPT 2020 - PRESENT | SAN FRANCISCO, CA

### Director of Design | Knowhere

OCT 2017 - AUG 2020 | SAN FRANCISCO, CA

Knowhere is a technology-focused news start-up using artificial intelligence and machine learning in the newsroom to fight media bias and misinformation. This approach to journalism is the first of its kind, making Knowhere a pioneer in modernizing the media industry. I was hired as a product designer, promoted to Design Director within a year, and, over three years, designed and managed our core internal and external-facing products, scaled our consumer product to half a million users, grew the team, managed a team of engineers, worked closely with journalists and readers of all backgrounds across the U.S., conducted hundreds of user interviews, and established a user-centered, deeply empathetic product culture at the company.

### Co-founder and Director of Design | Verbatm

JAN 2015 - JUNE 2017 | SAN FRANCISCO, CA

Verbatm is citizen journalism platform and a Matter VC portfolio company. I co-founded Verbatm at the height of the Black Lives Matter movement in 2015. Our company’s mission was to build the world’s only mobile-first, story-telling platform, designed specifically for BLM activists, organizers, and protestors to tell immersive, interactive, and multi-media stories from the field. I led product design, direction, and UX for the entire product, and helped decide cross-functional strategic priorities for the organization as they related to fundraising, operations, outreach efforts, media, and social justice.

### Emerging Art Professionals Fellow

Class of 2018

### Interaction Designer | Balaniketan Orphanage

SUMMER 2011 - 2015 | UDUPI, INDIA

### Mentor | Stanford Phoenix Scholars

JAN 2012 - JAN 2017

### Student Advisor to the Stanford Board of

### Trustees on Investment Responsibility

SEPT 2011 - JAN 2014

### Education Committee Chair | Stanford NAACP

SEPT 2011 - JAN 2016

## EDUCATION

### Stanford University

B.A. Art and Art History

B.S. Product Design

Class of 2017

## SKILLS

### SOFTWARE

Sketch, Figma, InVision,

Adobe Creative Suite