

# aishwarya viswanathan

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Visual designer. Illustrator. Data nerd

I'm Aishwarya. I'm an information designer with a background in research. I create visual communication that is accessible and insightful.

## professional experience

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### Lead Editorial Designer at The Ken, Bengaluru | Jun 2022 to Nov 2023

- Led a design team which creates data visualisations and illustrations for long-form business journalism in India and Southeast Asia.
- Conducted Data Storytelling workshops as part of the organisation's Workshop vertical for corporate clients - Jocata, Swissnex, Latent View, and ITC - to name a few.
- Hired and mentored design team to strengthen the editorial design function. As manager, I was also tasked with setting a design language for the publication.
- Carried on my editorial design responsibilities of creating unique and original infographics, illustrations and visual stories.

### Editorial Designer at The Ken, Bengaluru | Feb 2021 to Jun 2022

- Produced data visualisations and editorial illustrations for daily stories and newsletters covering startups, personal finance, sports, education and so on.
- Co-authored data and visual stories with reporters. This involves analysis of reports and datasets, highlighting significant trends in data, and laying out a narrative structure.

### Research Fellow at Tandem Research & Quicksand Design Studio, Goa | Feb 2020 to Aug 2020

- Worked on an independent research project under the Greenhouse Technology-Art-Society Fellowship to study user-generated images and videos shared on social media during the Delhi Violence in February 2020. Through a content analysis, the project explored the manner in which visuals make a conflict visible and the apparent motivations of creating and sharing conflict imagery.
- The research was further used to produce a report and prototypes for an interactive media literacy tool.

### Media Research Fellow at Civic Studios, Mumbai | Aug 2019 to Dec 2019

- Worked as the lead researcher on a media research project to study the representation of police and judiciary in popular Indian movies, TV shows and web series.
- The resulting report was launched at an event at the Godrej India Culture Lab, Mumbai.
- The research was also visualised in the form of an interactive summary.

## Visual Content Creator at MOD Institute, Bengaluru | Nov 2018 to July 2019

- Generating visual content in the form of videos, photo essays, reports and graphics.
- Assist with research on public infrastructure issues and urban redevelopment projects.
- Produce content for communication such as posters, booklets, presentation and social media posts.

## papers and publications

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### Data stories

(co-authored)

#### How India's tech-enabled business models are faring

*The Ken, October 2022*

#### Leveraging likes for a living: Inside India's Rs 900 crore influencer economy

*The Ken, December 2021*

#### The Indian IPO wave throwing the rulebook out the window

*The Ken, August 2021*

### Reports

(co-authored)

#### COVID-19 Tech Tools for Public Health

*Report for Tandem Research, August 2020*

#### Crime and Punishment in Indian Entertainment

*Report for Civic Studios, December 2019*

### Conference papers

#### Staged Fear: Real and Imagined Audiences of Mob Lynching Videos in India

*VideoVortex 12, Malta, September 2019*

#### Live Streaming and Spectatorship of Death

*Screentime BU, Boston, June 2017*

### Dissertation

#### i lynch: i see: i scroll

*MA thesis, Srishti Institute of Art, Design and Technology, May 2018*

## education

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### Lede Program for Data Journalism

Columbia University - Graduate School of Journalism  
*Remote, June 2023 - August 2023*

### MA in Aesthetics and Visual Cultures

Srishti Institute of Art, Design and Technology,  
*Bangalore, July 2016 - June 2018*

### BVA in Fine Arts (Painting)

Stella Maris College,  
*Chennai, June 2012 - April 2016*

## technical skills

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### Adobe Creative Suite:

Illustrator, Photoshop, After Effects, InDesign,  
and Premiere Pro

### Python

### HTML/CSS

### QGIS

### Mapbox

### Procreate

### Twine

### SketchUp