

SWETHA SURESH PRODUCT DESIGNER

Washington DC, USA | +1 202 431 2886 | swethasuresh1108@gmail.com | www.swethaux.com

Skills & Tools: Sketch, Invision for prototyping, Wireframing, User Interviews, User flow diagrams, User research, Usability studies, HTML5, CSS3, MS Office.

Work Experience:

NGP VAN, Product Designer (July 2018 - Present)

- Established framework for collecting and evaluating baseline results of the NPS. I assessed the effectiveness and suggested possible improvements or customization of the processes. I worked with detractors to close the loop.
- Conducted and attended kickoff meetings to understand the problems that can be converted into opportunities.
- I work iteratively with agile teams to deliver user experiences within the scope and budget.
- Proposed recommendations that balances business needs, user needs, and technological needs.
- I embody the role of a user advocate in creating innovative design solutions that support customer needs and builds user confidence and adoption.
- Partnered with product managers and engineering teams to design impactful solutions to pressing UX loopholes in the world of Compliance and Fundraising.

Skript , UX Architect (July 2017 - July 2018)

- Conducted product discovery workshops to define project goals, forming research questions, and conducting user research. Ideated and prototyped solutions for better user experience.
- Involved in the product design of a consumer facing mobile application and a client facing web application that feeds the mobile application.
- Designed a project management web application that helps project managers achieve their daily goals.
- Built a POC for a file sharing web application. I conducted user research to create a pitch deck for the product , which later went on to get funded for production.
- Designed the UX and UI for a blockchain based supply chain management portal.
- Involved in the redesign of an enterprise platform for System Administrators.
- Kickstarted S/LAB, a nested startup in Skript. It is a interdisciplinary lab where we work with design and technology to innovate, build and create.
- As a part of S/LAB, I initiated the Experience Design Center(EDC) which acts as wing purely for experience design. I run user research and usability studies at EDC for products. We launched our first product under EDC in the first week March 2018.

Freelance UX Designer (October 2016 - June 2018)

- User Experience Design for small businesses right from the discovery phase through design, validation and iteration.
- Involved in the process of setting up a small scale production business from start. (market research, procurement, production, marketing, sales, web services)
- Design of UI elements, logos and icons for startups.

Mentorship

- UX Mentor, Springboard (October 2018 - Present)
- UX Mentor, UXPA DC (March 2019 - Present)

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Education:

- Post-Graduate Diploma in Urban Design - 2014-2015
Cardiff University, United Kingdom
- Bachelor of Architecture - 2009-2014
SRM University, India.

Certification:

- Fundamentals of Product Management - 2018
Stanford Continuing Education
- Certificate in User Experience Design - 2016
Springboard

Achievements:

- Published articles in Muzli & UX Planet.
- I am now a top writer for design on Medium.

Talks

- ngAtlanta 2019 - 'Design Language System'

Upcoming Talks

- UXINDIA 2019 - 'DLS - Encouraging collaboration between Designers & Developers'
- DCUX 2019 - 'Storyboarding and its importance in the Product Development Lifecycle'