

# SWETHA SURESH PRODUCT DESIGNER

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

## Work Experience:

### NGP VAN, Senior Product Designer ( July 2018 - Present )

- My areas of concentration are political fundraising and compliance.
- I conduct and compiling research of competitive and non-competitive equivalents of the platform or related enterprise SaaS offerings or functionality.
- I maintain a strong knowledge of industry standards, UX laws, and competitive offerings to produce simple, modern, and expected workflows for our users.
- I have a strong relationship with engineering teams and with clear communication and understanding of HTML and CSS I hand off research, design, and final documentation to those implementing functionality in the platform. I have a clear understanding of modular design which is key to producing a stable, well-designed enterprise platform
- I 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.
- I use the LEMERs framework when conducting UX audits an existing area of the platform.
- I create high-fidelity mockups always adhering to strict ProgressUI design system guidelines. I make sure the visual mockups pass at least Level AA conformance to web accessibility standards focused on visual contrast and also the color blindness tests.
- I work closely with a team of designers in making additions to the centralized design system.
- I co-own the testing and quality assurance of designed features with the assigned Product Manager. I construct and maintain a testable prototype to be presented to internal and external participants of the usability test and am responsible for producing recommendations for any areas that are flagged during or after the testing process.
- I draft write-ups of any remaining visual and behavioral documentation, including the results of the test for development. I attend engineering team sprint reviews to spot-check the team's progress and provide visual or behavioral guidance on any items that do not match the intended design of the feature.

### Skript , UX Architect ( July 2017 - July 2018 )

- I 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.
- Worked on POCs for many projects to further the company's business goals.
- I conducted user research to create a pitch deck for a 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.

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## 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)
- UX Mentor, DesignLab ( January 2020 - Present )

## 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/January - 'Design Language System'
- DCUX 2019/November - 'Storyboarding and its importance in the Product Development Lifecycle'

## Upcoming Talks

- WORLD IA DAY 2020/February - 'IA elemental in creating the best UX for political fundraisers'