SWATI BHAT

swatidesignfolio.com | Behance | +918660559784 / +447706809911 | swatidbhat@outlook.com | LinkedIn

SUMMARY

Product Designer with 6 years of experience, including 4 years in UI/UX design, specialising in creating scalable, accessible, and inclusive user-centric designs. I have worked across various industries, including telecom, ed-tech, health tech, ecommerce in designing white label, CRM, and SaaS Products. My experience spans both iOS and android mobile and web products in B2B and B2C environments. Additionally, my interest in AI-human interaction led me to design an AI app during my master's, focusing on this innovative field. Available to work full-time immediately in India or UK (Visa Status: PSW)

TOOLS

Figma (Design & Advanced prototyping), Adobe Creative Suite (Motion Design and Graphic Design), Sketch (UI design), Zeplin (Developer handoff), HTML/CSS (Fundamentals), Invision (Prototyping), Atlassian Jira, GitHub (Collaboration)

EDUCATION

MSc Human Computer Interaction

Newcastle University | Newcastle Upon Tyne, UK   Sep 2023 – Sep 2024

B.Des Fashion Design

Manipal Academy of Higher Education | Manipal, India   Apr 2015 – Apr 2019

EXPERIENCE

Senior UX UI Designer

Covalense Digital Solution Pvt. Ltd | *Bangalore, India*   *Nov 2020 – Aug 2023*

- Achieved a 15% increase in user satisfaction by designing and implementing accessible, user-centric systems for complex SaaS products, directly addressing user needs.
- Reduced turnaround time by 30% and enhanced visual consistency across 5+ platforms through Figma-based design system guidelines.
- Boosted customer experience, satisfaction, and retention by 20% through in-depth user research, usability testing, and data-driven design improvements.
- Improved usability and accessibility for over 10 telecom providers, resulting in a 25% reduction in customer support inquiries, with a focus on cloud transformation.
- Managed a team of four designers at varying levels, including performance, fostering a solutions-oriented mindset that enhanced collaboration and efficiency
- Collaborated with product managers, developers, and researchers, ensuring cross-functional alignment and maintaining consistency across design systems.
- Led design workshops with eight stakeholders, incorporating web accessibility guidelines, emerging technologies, and user feedback to create innovative, accessible features.

UI Design Lecturer

Bangalore School of Design | *Bangalore, India*   *Sep 2021 – Aug 2023*

- Enhanced the skills and employability of over 25 students by teaching comprehensive UI design principles, resulting in successful job placements.
- Improved course quality and engagement by developing and coordinating curriculum for HCI and UI UX courses.
- Increased 30% student enrolment and interest in UI/UX programs by organising multiple workshops.
- Assisted over 35 students in crafting effective resumes and securing job opportunities through personalised career counselling.

Visual Designer

Freelance | India   *Jan 2018 – Feb 2023*

- Boosted user satisfaction for various clients by developing interactive HTML prototypes and high-fidelity wireframes, making interfaces more intuitive and user-friendly.
- Enhanced online presence and user engagement for Decode Aerospace Solutions by creating a dynamic website using user-cantered design and motion design techniques.
- Increased brand identity for Sammridhi Agro's mustard oil by designing logos and product labels.
- Improved usability and user satisfaction by designing around 6 dashboards and end-to-end websites, including wireframing, prototyping, and visual design.

Graphic Designer

Earths Best Marketing LLP | Bangalore, India   *Feb 2020 – Aug 2020*

- Increased customer acquisition by 25% through engaging social media content, website design, and targeted marketing ads, enhancing overall brand identity.
- Improved product appeal and brand consistency by designing packaging and labels for seven baby care products.
- Supported product education and customer satisfaction by creating comprehensive usage guides in various formats.

PROJECTS

AuDHD Tinted Love: Navigating Romance on the Spectrum

HCI Final Dissertation | Newcastle University   *Apr 2024 – Sep 2024*

- This project explores the dating experiences of individuals with AuDHD using autoethnography, thematic analysis, and character-based user interviews.
- Applying human-centered design methodologies using qualitative data to create inclusive digital tools, leading to the development of inclusive and accessible design recommendations and user personas.

AI-Powered Food Scanner with Personalised Recommendations

Human-AI Interaction and Futures | Newcastle University   *Jan 2024 – Feb 2024*

- Achieved 97.5% accuracy in an AI-powered food scanner by refining image classification and addressing misclassification issues.
- Boosted engagement with personalised recommendations, instant feedback, and gamification, within a user-focused, privacy-conscious design.

Digital Marketplace

Visual Design Project | Covalense Digital Solutions Pvt. Ltd   *Nov 2020 – Nov 2021*

- Increased engagement by 20% on the Csmart DM cloud-based B2B platform by redesigning the interface and resolving critical usability and accessibility issues.
- Delivered high-fidelity prototypes and a scalable, accessible design system through hypothesis-driven design, stakeholder collaboration, and user research.

PART-TIME

Casual Student Worker

Newcastle University | Newcastle Upon Tyne, UK   *Sep 2023 – Present*

Designed a reusable cup to promote sustainability, updated policies on sexual harassment, drug awareness, and alcohol awareness to enhance the academic environment, and administered exams at the Dental School to ensure integrity.

AWARDS

NCL+ Award

Newcastle University | Newcastle Upon Tyne, UK   *Jun 2024*

Best in General Category Award

Design X Social Global Innovation Challenge | UMO, India   *Jun 2020*