

SWETHA SURESH UX DESIGNER

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Portfolio: 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:

Amazon Web Services

UX Designer II (August 2020 - Present)

- I own the design of the product - Analytical Tool for Optimization and Modelling (ATOM) in the Private Pricing Program that enables AWS field organization to be the most efficient in the world. The Private Pricing program is responsible for over 60% of AWS global revenue.
- I work closely with business, product and engineering to meet and exceed the user expectations. I conduct user interviews along with my product partners to develop business requirements.
- In ATOM, I have completed the design of Deal Tracking which allows sales teams to quickly track the status of deals in real time allowing for more face time with AWS customers.
- I am working on Deal Modelling which will allow the user to visualise customer run rates across product families and model a commit recommendation.
- So far I have built 10+ click through prototypes and 100+ high fidelity mockups, 2 user demos, usability tests engaging over 20 business users and been part of 50+ product and engineering meetings.

NGP VAN

Senior Product Designer (January 2020 - August 2020)

- I created 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.

Product Designer (July 2018 - December 2019)

- I own the design of Political Fundraising and Compliance sections of the product.
- I conduct and compile 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 a 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 used the LEMERs framework when conducting UX audits an existing area of the platform.

Skript

UX Architect

- 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, an 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 a wing purely for experience design. 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 - December 2019)
- UX Mentor, UXPA DC (March 2019 - December 2019)
- UX Mentor, DesignLab (January 2020 - December 2019)

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 & Talks

- Published articles in Muzli & UX Planet.
- Talk in ngAtlanta 2019/January - 'Design Language System'
- Talk in DCUX 2019/November - 'Storyboarding and its importance in the Product Development Lifecycle'