SWETHA SURESH PRODUCT DESIGNER

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

Work Experience:

AWS Support - Kumo
UX Designer (August 2021 - Present)

- I own the design of Next Gen Trusted Advisor which is the new single pane of glass view of prioritized AWS recommendations, powered by an expanded set of operational best practice checks, customer-specific architectural risks, and frequently updated account team guidance.
- Next Gen Trusted Advisor has four external customer facing properties and one internal account team facing properties. I have designed and shipped one external customer facing property and one internal account team property in the first 6 months of being a part of the team.
- The internal account team facing Trusted Advisor property has 87% adoption so far. The launched external customer facing Trusted Advisor property has 75% adoption till date. I produced training videos and documents to drive the adoption even further.
- The above launched properties for the Enterprise Support customers has increased field effieciency both internally within AWS and also within our customer's organizations. The success has led to the programe expanding to other support plans as well.
- I work closley with my product partners to define the product requirements and user experience based on workshops, internal and external user interview, informal relationship building and deep dive sessions with SMEs.
- I set up mechanisms for developer handoff and ongoing design support for the engineering and product teams that has been extremely effective in reducing road blocks and creating frequent touch points between different org verticals. Few efforts taken are office hours, lunch and learn sessions, knowledge transfers sessions and show and tell session.
- I defined the 3 year vision on the customer experience for a SVP level goal that will impact the Enterprise Support level customers and internal account teams by increasing their effeciency and allow them to be frugal with their time. The project is now funded for 2023 OP1.
- I have recieved the Top Tier performer rating and been deemed a Role Model based on Amazon's leadership principles by my manager and peers.
- I partnered with two other designers in my team to develop the 'Emotional Design (ED)' charter. Emotional Design (ED) is a step in the product development process that measurably improves customer emotions and satisfaction. With ED being rare within Amazon, ED is now become a VP level goal tracked fro all products within AWS Support. I conduct ED audits on products and find opportunities delight the customer.

AWS - WWRO
UX Designer (August 2020 - August 2021)

- I owned the design of the product - Analytical Tool for Optimization and Modeling (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.
- ATOM has two main aspects. Deal Tracking and Deal Modeling. I designed and launched Deal Tracking in the first quarter of being a part of the team. This allowed sales teams to quickly track the status of deals in real time allowing for more face time with AWS customers.

- I collaborated with product partners and a UX Researcher in research efforts like user interviews, surveys, qualitative and quantitative studies to define the Deal Modeling aspect of ATOM. Deal Modeling will allow the user to visualise customer run rates across product families and model a commit recommendation.
- I workshopped with other designers in the team to map out the user journey from and to each of our products to recognize opportunities of integrations.
- Created a proposal for 'One Genesis' that will cut down the number of systems our field customers will access to complete their daily tasks.

NGP VAN
Senior Product Designer (January 2020 - August 2020)
Product Designer (July 2018 - December 2019)

- I owned the design of all Political Fundraising and Compliance (PFC) products. I maneuvered the challenges of a legacy product like resistance change, dated product architectures, expensive infrastructure changes and disrupting established workflows to meet compliance standards.
- I migrated products within the PFC space to adhere to ProgressUI design system for a consistent experience. I made sure the visuals pass at least Level AA conformance to web accessibility standards focused on visual contrast and the color blindness tests.
- I worked closely with a team of designers in enhancing Progress UI, a centralized design system.
- I co-owned the testing and quality assurance of product designs with my Product partners. I constructed and maintained testable prototypes for internal and external usability tests. I was also responsible for producing recommendations for any problem areas flagged during or after the testing process.
- With a clear understanding of modular design which is key to producing a stable, well-designed enterprise platform I was able to provide visual and behavioral documentation that were highly appreciated by engineers. This was implemented as standard design process for the team. I attended 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.
- I conducted and compiled research of competitive and non-competitive equivalents of the platform or related enterprise SaaS offerings or functionality.
- My strong relationship with engineering teams with clear communication aided us in efficient research and design handoff.
- I established a framework for collecting and evaluating baseline results of NPS. I assessed the effectiveness and suggested possible improvements or customization of the processes. I worked with detractors to close the loop.

Skcript
UX Architect (July 2017 - July 2018)

- I facilitated a product discovery workshops to define project goals, dive deeper into customer goals and create a minimum viable product outline for the team.
- As an independent contributor I was involved in every stage of product development - Market research, User research, ideation, requirement gathering, project phasing, wireframes, high fidelity mockups, prototyping solutions, developer handoff, QA, and feedback monitoring.

- I owned the design of a consumer facing mobile application and a client facing web application that feeds the mobile application.
- Produced POCs for projects to further the company's business goals.
- 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.
- I was involved in the redesign of a legacy enterprise platform for System Administrators.
- Kickstarted S/LAB, a nested startup and 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)

- I consulted as User Experience Designer for a small businesses right from the discovery phase through design, validation and iteration.
- I was involved in the process of setting up a small scale production business from start. I was responsible for market research, procurement, production, marketing, sales, and web services which included setting up a web presence.
- I designed UI elements, logos and icons for various startups.

Mentorship

- UX Mentor, Springboard (October 2018 - May 2020)
- UX Mentor, UXPA DC (March 2019 - May 2020)
- UX Mentor, DesignLab (January 2020 - May 2020)

Education:

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

Certification:

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

Talks

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