

# Shraddha Swaroop

**Award-winning graphic designer specializing in UX/UI**

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## Profile

L.A.-area design leader with more than 10 years of experience in interactive design, user-centered design, testing, analytics, graphic design and managing teams.

## Accomplishments

Saved LRN more than \$100,000 and grew sales by 90 percent by leading an in-house development team on responsive design and mobile app projects.

Industry thought leader with prominent role in premier Orange County user experience

## Awards

Society of American Travel Writers

■ Gold medal for travel section design, San Jose Mercury News Best of Newspaper Design Creative Competition

■ Award of Excellence for design work on the Los Angeles Times

■ Award of Excellence for design work on the San Jose Mercury News

## Education

UCLA

Interactive Design program, 2014

California State University, Fullerton

Certificate in Usability Design, 2013

Bachelor of Arts in Design, 1994

## Contact me

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## Professional Experience

### UX Mentor, Springboard

October 2016 to present

■ Mentor students on principles of the UX cycle including research methodologies, design skills and collaboration.

### Lead UX Design instructor, Ithikai

June 2016 to present

■ Teach courses with Photoshop CC, Illustrator CC, Sketch, InVision and Axure RP 8.0 covering best practices in visual design and prototyping.

### Senior UX Designer, Kelley Blue Book

January to March 2016

■ Worked collaboratively with cross-functional agile team to deliver high-revenue Kelley Blue Book product experiences through iterative releases.

■ Lead effort to create the company's first competitive evaluation template to study competitor business and consumer data on revenue model and consumer satisfaction.

### Senior Product Designer, LRN

October 2013 to July 2015

Managed a team of UX designers to focus on best practices for several products and drove the direction of product by:

■ Worked with product manager to develop strategy, gather user data and design iOS and Android solutions for pain points.

■ Created deliverables such as site map, prototypes, wireframes using InDesign, Photoshop, Axure and Omnigraffle

### Director of UX, MRM Group

2005 to present

My clients include Apple, Ebay, NFL, Coca-Cola, L.A. Times, and Asian Pacific American Legal Center.

■ Provide services in the areas of wireframes, interaction design, visual design and information architecture.