

Shraddha Swaroop

Award-winning designer UX/UI & graphic design

Profile

Designer with 10 years experience in interactive design, testing, analytics, presenting to stakeholders and graphic design.

Accomplishments

Reduced team payroll costs by 50 percent by developing a new design methodology that changed internal behaviors

Lead a seven-member team on two responsive design projects. This saved the company more than \$100,000 and grew sales by 90 percent.

Education

UCLA
Interactive Design program, 2014

California State University, Fullerton
Certificate in Usability Design, 2013

California State University, Fullerton
Bachelor of Arts, 1994

Contact me

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Professional Experience

Senior Product Designer, LRN

October 2013 to Present

Focused on the company's premier product and drove the direction of the product by:

- Working with product manager to develop strategy, gather user response and design solutions for customer pain points
- Executing projects and providing leadership in an Agile setting.
- Developing the roadmap with project and product managers.
- Creating design deliverables such as site map and visual designs based on research and team collaboration.

UI/UX Design consultant, Carol Anderson by Invitation

March to August 2013

- Redesigned this e-commerce site to reflect company branding.
- Responsible for all phases of the user interface design, from creating wireframes through final coding of the CSS and HTML files. Lead an off-site team to meet this goal.

UI Designer & Developer, Premier Woodworks

November 2012 to May 2013

- Designed the user experience of this website and played developer's role for this application.

Design Consultant, Shraddha Swaroop Designs

2005 to Present

My clients include Coca-Cola, L.A. Times, Asian Pacific American Legal Center and Premier Woodworks.

- Provide usability services in the areas of wireframes, interaction design and information architecture.
- Offer graphic design expertise in typography, color theory, print design and web design.