

SHRADDHA SWAROOP

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PROFESSIONAL SUMMARY

UX designer with up-to-date certifications in User Experience Design and Interactive Design. Over five years industry experience - including interactive design, usability testing, analytics and research. More than 15 years experience as a graphic designer.

- Over five years experience in interactive design, usability testing, gauging usage with analytics and research using Axure Pro, Balsalmiq, Omnigraffle, InDesign and Photoshop for rapid prototyping.
- Over 15 years of graphic design experience using Adobe Creative Suite including Photoshop, InDesign and Illustrator.
- Understand, analyze and write business recommendations for improvement of existing processes.
- Able to design solutions that solve customer problems end-to-end including deliverables such as task flows, site maps, wireframes, clickable high-fidelity prototypes, storyboards and visual comp for both desktop and mobile devices.
- Experience with testing minimum viable products on prospective and/or existing users. Some project work with A/B testing.
- Experience with responsive design. Both mobile first and/or retrofitting existing desktop sites.

EDUCATION/CERTIFICATIONS

UCLA: Interactive Design & Advanced Web Technologies program, January 2014

California State University, Fullerton: Certificate in User Experience Design, Feb. 2013

California State University, Fullerton: Bachelor of Arts in Graphic Design, 1990-1994

PROFESSIONAL EXPERIENCE

Product Designer, LRN

October 2013 to Present

- As primary UX/UI designer, I am involved in designing engaging, desirable user and end-user interactions across platforms (desktop and mobile) for the company's two core e-learning applications.
- Work closely with business analyst to create design guides (wireframes with accompanying specifications) for team of developers and QA engineers.
- Worked closely with Analytics lead to inform our designs for our customer-facing Analytics Dashboard.
- Lead UX and UI design for desktop, mobile and responsive websites for clients such as Apple, Kellogg, Johnson & Johnson, Technicolor, Smith & Wesson, Toshiba, Dow, Cooper and Viacom.

UI/UX Design consultant, Carol Anderson by Invitation

March to August 2013

- User Interface Design: Responsible for the look and feel of the website from wireframes to visual comps to coding CSS and HTML files. Lead off-site team to accomplish this goal.
- Created testing plan that was handed off to the regional teams to test on existing users.
- Worked closely with senior interaction designer for e-commerce website optimized for mobile devices.

Developer & User Interface Designer, Premier Woodworks

November 2012 to May 2013

- Designed user experience of this website and played developer's role for this application.
- Created many UX artifacts before design. Tested the end product on existing customers.

Shraddha Swaroop Designs

2005 to present

UX & graphic design/founder

Clients: Premier Woodworks, L.A. Times, Asian Pacific American Legal Center and Coca-Cola.

- User Experience Design | UX research, heuristic studies, wireframes, interaction design, information architecture, task flows, persona profiles, competitive analysis and testing.
- Graphic Design | Designed t-shirts, brochures, book covers from concept to execution.