# Swati Pal

# **Product Designer**

EXPERIENCE (2 YEARS)

#### MAR 2021 **Product Designer**

JUN 2022 Greendeck.co/ Cliff.ai

- Being the only designer, I directly worked with the CEO, product, engineering and marketing team to analyze the experience of the users and delivering relevant and intuitive solutions by following the design process: research, design, test, and iterate.
- Constructed other products handled by Greendeck, for eq. I worked on moderndatastack.xyz from scratch and within a year it had 67k+ users onboarded and 324k+ views.
- Developed a brand new design system for Cliff.ai and revamped the entire product.

#### OCT 2020 Product Design Intern

JAN 2021 Nickelfox Technologies

- Created intuitive solutions by following the iterative process and by identifying the challenges and strategies of the products for our corporate clients across multiple sectors.
- Worked on multiple projects where I have designed dashboards for the healthcare and travel industry, a website for logistics as well an e-commerce iOS application (including the style guide).
- Worked closely with the development and marketing team along with product management team to ensure delivering world-class experience.

#### JUL 2020 UI/UX Design Intern

OCT 2020 RedSwitches Ptv Ltd.

- Worked with experienced designers and learnt to design and implement new concepts, create personas, user-flows, information architectures, and intuitive interfaces.
- Conducted **research** to establish business and user requirements.
- Collaborated with senior designers to blend research and interface for an android and iOS application which resulted in business growth by 20%.

EDUCATION

AUG 2022 **Master of Science in Human-Computer Interaction** 

MAY 2024 Indiana University – Purdue University Indianapolis (IUPUI)

AUG 2017 **Post Graduation Diploma in Banking and Finance** 

AUG 2018 Manipal Academy of Higher Education, India | 3.37 GPA

AUG 2012 B. Tech (Electrical & Electronics Engineering)

JUL 2016 Uttar Pradesh Technical University | 3.05 GPA +1 317 987 1027

Indianapolis, US (IUPUI)

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SOCIAL MEDIA

**B** behance.net/swatipal

dribbble.com/swati\_2804\_

linkedin.com/in/swatipal-402ba1101/

FORMAL TRAINING

NOV 2019 - MAR 2020

#### **UI/UX Design**

DesignBoat UI/UX School, Gurgaon

SKILLS

### **Industry Knowledge:**

User Research, Design Strategy, User Persona, Empathy Mapping, Story-Boarding, User Flow, Information Architecture, Wireframing, Concept Development, Visual Design, Prototyping

## **Design Tools:**

Figma, Webflow, Adobe XD, Adobe Illustrator, Adobe Photoshop, Procreate

#### **User Flow & Wireframe:**

Miro, Balsamiq, Figma

#### **Prototyping:**

Framer, Figma, Adobe XD

Sketching & Doodling Traveling & Exploring Playing Badminton Art & Craft Dancing Yoga