Swati Pal
Product Designer

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EXPERIENCE (2 YEARS)

MAR 2021 - JUN 2022

Product Designer
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 eg. 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 - JAN 2021

Product Design Intern
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 - OCT 2020

UI/UX Design Intern
RedSwitches Pty 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 - MAY 2024

Master of Science in Human-Computer Interaction
Indiana University – Purdue University Indianapolis (IUPUI)

AUG 2017 - AUG 2018

Post Graduation Diploma in Banking and Finance
Manipal Academy of Higher Education, India | 3.37 GPA

AUG 2012 - JUL 2016

B. Tech (Electrical & Electronics Engineering)
Uttar Pradesh Technical University, India | 3.05 GPA

LINKS

- Portfolio
- Behance projects
- LinkedIn profile

SKILLS

Industry Knowledge:
User Research, Quantitative & Qualitative Analysis, Competitive Analysis, Design Strategy, User Persona, Empathy & Affinity Mapping, Story-Boarding, User Flow, Sitemap, Wireframing, Visual Design, Prototyping

Design Tools:
Figma, Webflow, Adobe: Illustrator, Photoshop & XD, Procreate

User Flow & Wireframe:
Figma, Miro, Balsamiq

Prototyping:
Framer, Figma, Adobe XD

PROJECTS

APR 2021 - JUN 2021
The Modern Data Stack
A project on providing people with a set of valuable and reliable resources to help them learn best practices about data stacks, and choose stacks for their own use cases.

FORMAL TRAINING

NOV 2019 - MAR 2020
UI/UX Design
DesignBoat UI/UX School, India

INTERESTS

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