Swati Pal

Product Designer

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SOCIAL MEDIA

Bē *behance.net/swatipal*

🏀 *dribbble.com/swati_2804_*

in *linkedin.com/in/swati-pal-402ba1101/*

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 | 3.05 GPA

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

INTERESTS

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