

Sushmita Swain

Product Designer

ABOUT

I am a dedicated Product Designer with 4 years of experience, and I possess an unwavering commitment to converting intricate challenges into user experiences that are not only intuitive, beautiful, and functional but also resonate with users while aligning with business objectives. My foundation in design thinking has been the cornerstone of my journey.

My fascination with human behavior initially sparked my interest in this field, ultimately leading to a profound understanding of user-centered design principles. Over the course of my career, I have sharpened my abilities to transform insights gained from user research into concrete design concepts. I firmly believe in the power of iteration, continually refining designs based on feedback and data-driven insights.

WORK EXPERIENCE

Product Designer

Detrack Systems | 2022 - 2023

- Led the redesign of the onboarding flow, resulting in a streamlined and user-friendly process that increased user adoption rates by 15%.
- Planned and executed usability tests to gather user feedback, identified pain points, and iterated on designs for improved user satisfaction using Hotjar and Mixpanel.
- Redesign the user experience of a dashboard, leading to a 30% reduction in user task duration and playing a pivotal role in a 20% surge in user satisfaction scores.
- Implemented a user-centric design approach by conducting in-depth user interviews and usability testing, which informed design decisions and led to a 40% decrease in user-reported issues.

Product Designer

Genea | 2021 - 2023

- Worked on key features such as Interactive floor plans, Emergency plans, Subscription model, Bulk badge printing, Touchless Visitor Management, customized dashboard and more. These additions resulted in a remarkable 20% increase in user engagement.
- Identified opportunities for efficiency improvements in the user experience, resulting in more streamlined workflows and increased user satisfaction.
- Established and meticulously maintained a comprehensive design system. This initiative ensured the consistency of UX/UI patterns across the product ecosystem, which expedited design iterations by an impressive 40%.
- Collaborated closely on product planning and execution with the Product Owner & Developers.

UI/UX Designer

BrainEnTech Neuroscience | 2020 - 2021

- Created intuitive and user-centered interfaces by conducting user research, developing personas, and translating findings into design solutions.
- Designed AI-based product (dashboard) which is the detection of human voice emotions. They can detect and review 6 different emotions in a voice.
- Collaborated with product management to prioritize features based on user feedback and user testing, resulting in a 30% decrease in feature abandonment rates.

OTHER PROJECTS

UX Researcher

Korn Ferry

- Spearheaded the enhancement and integrated the user journey of "Edit Success Profile" feature into the existing product flow, ensuring a smooth and cohesive user experience throughout the platform.
- Ensured that the feature complied with accessibility standards, making it accessible to a wider range of users and aligning with best practices.
- Conducted usability testing sessions to validate design decisions and refine the feature based on real user interactions, leading to a more intuitive and user-centric design.
- Collaborated closely with cross-functional teams, including product managers, developers, and quality assurance, to ensure the successful implementation of the "Success Profile Edit" feature.

CONTACT

 sushmitaswain806@gmail.com

 linkedin.com/in/sushmita-swain-8b184a200/

 <https://www.behance.net/sushmitadesign>

 Portfolio - <https://sushmita-swain.web.app/>

SKILLS

Design

- Interviews & Surveys
- User Research & User flow
- Accessibility Testing
- Usability & Concept Testing
- A/B Testing
- Information Architecture
- Design Strategy/Design Thinking
- Design System
- Advance Prototyping
- Interaction Design

Design Tools

- Documentation / UX Researcher / User Flow



Notion



Whimsical



Miro



Figjam

- Design / Prototyping / Graphics



Figma



Framer



Adobe Suit



Protopie

Collaboration

Self-starter, Communicative, Detail-Oriented and Team player

EDUCATIONAL HISTORY

2019 | UX/UI Design

Designerrs Academy, Bangalore

2017-2019 | Master of Science

Central University of Rajasthan, Rajasthan

2014-2017 | Bachelor of Science

Ravenshaw University, Odisha