SWATHI CHANDRASHEKAR

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Portfolio: https://chandrashekar-swathi.github.io/portfolio/

SUMMARY

Creative and detail-oriented UI/UX and Graphic Designer with expertise in crafting visually appealing, user-centric digital experiences. Proficient in tools like Adobe XD, Figma, and Inkscape, with a proven ability to design intuitive interfaces, develop content strategies using Agile methodologies, and optimize designs based on user feedback. Skilled in branding and creating cohesive digital campaigns that amplify audience reach. Dedicated to delivering innovative, high-impact designs that align with client goals and elevate the user experience.

SKILLS

Programming Languages: C, Python, SQL, HTML5, CSS, Javascript
Design Tools: Figma, Adobe Creative Suite, Photoshop, Wordpress, Inkscape
Tools: MS Excel, MS Project, MS Office, Jira, MS Visio
Design: Product Design, User Interface, User Experience, Interaction Design, Wireframing, Prototyping.
Other: Design Sprints, User Research, User Journey mapping, Usability Test, Visual Design, Card Sorting, A/B Testing.

UI UX PROJECTS

CineConnect, UI UX Designer

- Conducted user research and developed personas to address ticketing pain points, shaping designs to enhance user satisfaction
- Designed wireframes and high-fidelity prototypes in Figma/Adobe XD, delivering an intuitive, cross-theater booking platform
- Led usability testing, refined features based on feedback, and aligned designs with business and technical goals
- Managed Agile sprints and backlogs, ensuring timely delivery of a user-centric platform aligned with objectives

UniteToChange, UI UX Designer

- Conducted research and developed personas to address user motivations and barriers, driving informed design decisions
- Designed information architecture, wireframes, and interactive prototypes in Figma, focusing on accessibility, simplicity, and creating emotional connections to inspire action
- Collaborated with cross-functional teams and stakeholders to align on design direction, business goals, and user needs, ensuring seamless navigation and progress tracking features.
- Led usability testing, refined platform features, and managed Agile sprints to deliver timely, user-centric solutions, achieving a cohesive and impactful user experience

MEDIA DESIGN PROJECTS

Riipen Ontario, Digital Marketing Campaign Creator

- Designed and developed engaging social media content for Facebook, Instagram, and LinkedIn using Adobe XD, Figma, and Inkscape, ensuring brand alignment and platform specifications
- Implemented Agile methodologies to create a structured content posting schedule, ensuring consistent delivery of posts across the campaign
- Designed weekly content that boosted user engagement with a 20% increase in follower growth through strategic taglines and hashtags
- Contributed to a 30% increase in social media visibility, generating higher audience interaction and brand awareness

Justbe Resto Cafe, Graphic Designer and Photographer

- Created high-quality graphics and visuals for online and offline events, driving a 25% increase in online engagement and boosting brand visibility across multiple channels
- Captured photos of plant-based dishes and wellness offerings, resulting in a 40% increase in customer interaction and contributing to higher sales and online conversations
- Designed menus, banners, and promotional flyers, ensuring consistency with the organization's image, leading to a 15% increase in foot traffic
- Developed engaging social media content, resulting in a 30% growth in social media followers, enhancing the overall brand visibility
- Collaborated closely with the marketing team to design event-specific visuals, successfully elevating the café's offline presence and attracting more foot traffic during key events

Sports Social, Social Media Manager

- Managed social media accounts, developed content calendars, and created strategies to boost audience engagement and brand visibility
- Created and curated content, ensuring consistent branding, timely interactions, and alignment with audience preferences
- Collaborated with cross-functional teams to align marketing strategies, driving consistent brand messaging and improving app usability
- Monitored performance, analyzed feedback, and adjusted strategies to increase app downloads, and expand online presence
- Tracked key metrics to evaluate social media efforts and optimize campaign effectiveness

EDUCATION

Project Management, Durham College — **September 2023 – September 2024 (1 year)**
Master of Technology in Software Engineering, M S Ramaiah Institute of Technology — **August 2018 – August 2020 (2 years)**
Bachelor of Engineering in Computer Science Engineering, B M S Institute of Technology — **June 2012 – August 2016 (4 years)**