



## SWATI SHARMA

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I've been deeply involved in research, innovation, and design. My goal is to understand things beyond what's immediately obvious and to solve real-world problems. I'm interested in designing both for positive change and for business success.

### EDUCATION

#### **ADP - Post Graduation in Innovation and Experience Design** 2013 - 2015

Srishti Institute of Art, Design & Technology, Bangalore

#### **B.Tech in Electronic, Instrumentation and Control** 2008 - 2012

Global Institute of Technology (RTU), Jaipur

### WORK EXPERIENCE

#### **Co-founder / Design lead, Mimo56 Design Lab** Apr'15 - Present

At Mimo56, I lead design work, focus on creating great user experiences, and manage big projects. My goal is to show how design can make a real difference.

#### **Product designer, Uniblox Inc.** Oct'22 - Jan'23 (Remote)

Working at Uniblox, I teamed up with important partners to focus on user needs. I handled everything from research to the final look of the product, always making sure our brand looked consistent. I also worked closely with tech teams to get designs live.

#### **Design consultant, Northumbria University** Apr'19 - Feb'21

With guidance from Dr. Vijaykumar, I helped make research reports that were easy to understand with visuals. I also designed surveys and made graphics to show data, resulting in three project websites.

#### **Research assistant, Srishti Manipal Institute** Aug'18 - Jun'19

I led research projects where I spoke to many different people, including pregnant women and health workers. The goal was to see how tech could help improve health for mothers. We used special research methods to get deep insights.

#### **Assistant manager, Branding & Design, Frontier Markets** Jul'17 - May'18

At Frontier Markets, I helped design how the company looked online and in presentations. I visited villages in Rajasthan to gather insights and was a part of a big workshop, She Creates Change 2.0, where women from all over India shared ideas.

References available on request. Last updated 20 Aug 2023.

### SKILLS AND COMPETENCIES

#### **Research and strategy**

Qualitative / Market research  
Business discovery / Demography  
Product / Service innovation

#### **User experience**

User flows / Journey mapping  
Heuristic evaluation / User testing  
User interviews / Usability studies

#### **Creative direction**

Campaign / Visual narratives  
Branding and Identity  
Illustration / Multimedia art direction

#### **Design and Visualization**

Wireframing / Prototyping  
UI graphics / Asset design  
Data visualization

#### **Tools and Technologies**

Figma / Framer  
Wix / Squarespace / Ghost  
HTML / CSS / JS

### INTERESTS

Pedagogy and reflective studies  
Healthcare and well-being  
Flora and fauna / Biomimicry  
Study of nature / Life beyond earth  
Sketching, photography and writing  
Archiving and documenting  
Sustainability as lifestyle