



SWATI SHARMA

Jaipur/Bangalore, India

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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 Insitute 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