

SWETHA SRIRAM

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Website: <https://ssriram2002.github.io/sriram-portfolio/>

EDUCATION

University of Michigan (College of LSA) - Ann Arbor, Michigan

May 2024

Major: UI/UX Design- School of Information

GPA 3.97/4.00

- Awarded the Work-Study, Alpha Mu, and University of Michigan Pell Grant Scholarships for undergraduates
- Relative Coursework: Advanced Python, Information System Analytics, Website Development & Design, Micro and Macro Economics, Advanced Spanish, History of Art in Africa, Sociology of Culture

WORK EXPERIENCE

Madhouse LLC.- Toledo, Ohio

June 2022 - August 2022

Graphic Designer

- Collaborated with superiors and clients on a daily basis about website designs, user experience in websites, and creative decisions regarding advertising initiatives in order to bring in new perspectives to the existing projects
- Effectively used adobe, figma, canva, and website editors to create, design, and edit websites for clients on 10+ projects ranging from restaurant websites to the Toledo Museum of Art magazine design

Virtuality Reality Lab - Ann Arbor, Michigan

September 2021 - May 2022

Research Assistant

- Researched, trialed, analyzed virtual reality titles and articles with the aim of understanding 2 questions: how VR can best be used as an empathetic machine and what research framework is most suitable for our questions.
- Communicated with Professor Sara Blair and co-researchers to develop clear and concise research questions and methods to answering our respective research questions.

America Reads - Virtual/Ann Arbor

September 2020 - Current

Tutor, Team Lead

- Tutoring 10+ children 1 on 1 and small groups in both virtual and classroom settings in grammar, reading, fluency, and spelling to ensure they excel in school assignments and tests
- powerpoints, activities, and notes for tutees on softwares such as canva, adobe, and Microsoft applications

Non for Profit Clothing Company - Troy, MI

September 2018 - Current

CEO/Founder

- Design & produce 4 clothing items per week in Western & Indian styles with new or repurposed materials.
- Donate repurposed fashion forward pieces to local charity centers including Salvation Army and St. Vincent Paul.

Right Rehab Services - Pontiac, MI

May 2021-August 2021

Physical Therapy Technician

- Guided 20+ patients daily through back, neck, legs, and arm exercises to help them gain mobility and flexibility, effectively communicating with each patients physical therapist and modifying exercises to their needs each day
- Performed electrotherapy and ultrasound therapy with an electrode machine, and ultrasound machine using heating pads and cold packs to ease patients pain in their problem areas.

Yum Yum Morale - Virtual

May 2021 - August 2021

Graphic Designer

- Designed instagram posts, flyers and pamphlets using Canva and adobe illustrator in order to promote Yum Yum Morale's company on social media
- Communicated with 8 team members to create graphics about diversity, equity, and inclusion that would be using in training for corporate companies and efficiently complete graphics on deadlines

EXTRACURRICULARS

Maize and Blue Cupboard Project Team.- Ann Arbor, Michigan

June 2022 - August 2022

Graphic Designer

- Analyzed existing webpage to develop 3 app page designs and renditions that are both minimalistic, recognizable and indicative of the webpage, in order for staff members and users to have easy access to M&B information.
- Worked with my peers to create a project development process and timeframe to develop a cohesive app.

Skateboarding Club - Ann Arbor, MI

Winter 2021 - current

- Organized meetings for 200+ club members, finding spaces to skate, and transportation for respective members.
- Effectively used google suites to streamline sign ups for activities for members and getting member information.

Freelance Visual Designer- Ann Arbor, MI

Winter 2021 - current

- Worked with CEO's of businesses local to Ann Arbor and Troy in order to display their company values into logos, instagram posts, and other advertising projects.
- Created unique and informative business cards and posters for marketing for individuals in order to further their network and clientele.

SKILLS/INTERESTS

Interests: Classical & Bollywood Dance, Web Designing, Cooking Ethnic Cuisines, Recycled Fashion Influences

Technical Skills: Python, HTML, CSS, Adobe Creative Suite, Canva, Google-Suite Applications, Microsoft Applications