

# Swapna Nayak

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Bangalore, India

Jan 2024 - Present	<b>Product &amp; Design, Advisor</b>   <a href="#">Techriff, productised services</a>
	Provided product and UX-design consulting services to clients for 0 to 1 products. Gathered requirements from stakeholders, translated complex ideas into usable workflows, designed sketches, used heuristic principles for design reviews, collaborated with agile software-development teams.
Oct 2019 - Jan 2025	<b>Lead Product Designer → Product Design Manager → Associate Director, Product Design</b>   <a href="#">Fyle, expense management</a>
	Hired, set up, led and coached design team, increased design org maturity through workshops. Created design strategy, aligned stakeholders and collaborated with product, tech & business. Influenced product roadmap through continuous discovery via user research, data and behaviour analysis insights. Led complex workflows, conducted remote user testing, prototyped ideas, designed token based design systems, spread headed end to end designs across web & mobile platforms.
	<ul style="list-style-type: none"><li>• Built and coached a team of 7 designers, achieved 0 attrition rate for 2.5 years.</li><li>• Onboarded 1000+ orgs, through self serve onboarding, reducing set up time from 1.5 months to less than 6 min, securing \$2M+ deal. Collaborated with <b>Capital One</b>, US, product &amp; design team.</li><li>• Increased NPS from 35 to 60+ over the period of time by enhancing experience across major core workflows through strategy.</li><li>• Achieved more than 95% adoptions of new integration experiences within 3 months of release.</li><li>• Reduced customer support tickets to almost negligible in report workflow, card expense</li><li>• Progressed designers through clear career paths. Encouraged them for publishing blogs.</li></ul>
2022	<b>Managerial Courses</b>   <a href="#">Lead by Skill</a>
	Learned managing team expectations, feedback offerings, difficult conversations, conflict resolutions, active listening, empathy, delegation of tasks, coaching, mentoring.
2020	<b>UX Certification</b>   <a href="#">LinkedIn</a>
	Studied design thinking, interaction design, Information architecture, usability testing, customer journey mapping, lean UX, agile workflow and content strategy from LinkedIn, extensively validated it against research article published by Nielsen Norman group.
Oct 2017 - Sep 2019	<b>UI Designer</b>   <a href="#">Fusioncharts, data visualisation</a>
	Designed a design system, revamped web experiences for 8 lakh+ developers through iterative designs and testing, worked closely with product, marketing and founder. Analysed insights from user interviews for it's 0 to 1 product, created prototypes for A/B testing different ideas for the same, managed a 3 member team.
	<ul style="list-style-type: none"><li>• Helped product in acquisition by Yellowfin by bringing consistent experience for 4 different platforms, making product more marketable.</li></ul>
Jun 2015 - May 2017	<b>UI/UX, Developer</b>   <a href="#">Exelanz (Now Muvi), streaming solutions</a>
	Designed and built a style guide, shipped multiple video and audio streaming templates for template marketplace of Muvi, enhanced user experience for "Video play" feature for web, mobile, tv platforms for high value clients like SONY, delivered front end codes, worked closely with the founder.
	<ul style="list-style-type: none"><li>• Reduced design - engg hand off time significantly through style guide.</li><li>• Awarded "Dependable" for never missing the deadlines.</li></ul>
Feb 2014 - Jun 2015	<b>UI/UX, Developer</b>   <a href="#">Cybria, IT Services and consulting</a>
	Solo designer and developer, shipped both designs and codes for many offshore clients.
2012	<b>Electronics &amp; communication engg</b>   <a href="#">Biju Pattanaik University, Odisha</a>
2008	<b>Integrated Science</b>   <a href="#">Ramadevi womens' College, Odisha</a>