

Swapna Nayak

Portfolio: [↗ swapnanayak.in](#)

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Experience

Fyle

Associate Director, Product Design
Oct,2019 - Jan,2025 (5+ years)

Fyle makes business expense reporting a breeze.

Built and led the first design organization, establishing design cadences, hiring top talent, and driving design across all platforms (web, mobile, integration, and extensions).

Delivered many 5-star experiences, enhanced retention, accelerated time to value, NPS and reduced churn—directly contributing to the product’s journey from customer solution fit to product-market fit, then to product-led growth, that scaled **the business from 0 to \$5M+**.

Muvi (then Exelanz)

UI/UX, Developer
Jun,2015 - May,2017 (2 years)

Muvi helps businesses launch sites like Netflix and Hulu.

Enhanced the usability of various modules and delivered customized design solutions for high-profile clients like **Sony and Universal Motion Pictures**.

Developed numerous custom designs using HTML, CSS, SCSS, React, and Bootstrap, while also building hybrid apps with the Ionic framework. Created a comprehensive style guide for developers to ensure consistency across the product.

FusionCharts (FC)

UI/Product Designer
Oct,2017 - Sep,2019 (2 years)

A Javascript library that makes data delight.

Built a design system from scratch to ensure consistency across all offerings.

Enhanced various sales funnels for FusionCharts by improving user flows and elevating aesthetics, resulting in a more engaging and seamless experience for **800,000+ developers and 28,000+ organizations worldwide**.

Cybria Technology

UI/UX Designer, Developer
Feb,2014 - Jun,2015 (~1.5 years)

Cybria offers software services to businesses.

Served as the **sole designer** and front-end developer.

Delivered seamless design-to-development integration by shipping both designs and code, developed expertise in HTML, CSS, SCSS, JavaScript, jQuery, React, and Bootstrap, built mobile applications efficiently using the Ionic framework.

↓ Education & Skills

Education

B.Tech, BPUT, Odisha

Electronics & communication engg

2008-2012

- Graduated with a GPA of **8.9/10**
- Consistently ranked in the top 10%
- Designed logos and graphics for tech events
- Organized tech fest competitions like Quizmoz, and won **science fiction competition award**

Design Thinking

Multiple timelines

- Stanford d.school
- Product Design by Google
- Interaction Design Foundation

Coding Basics

Multiple timelines

- HTML5, and CSS3 from Microsoft Virtual Academy

Management

Multiple timelines

- 10x_Manager from LeadBySkip
- Leadership Development Bootcamp By ValueHire

Key Skills

Leadership

- Design Leadership & Execution
- Mentorship & Team Growth
- Strategy, Strong decision making wrt prioritization
- Influencing Product Strategy
- Scaling Design Teams & Processes

Design

- Interaction & Visual Design (Strong expertise)
- Design Systems & Scalability
- Prototyping & Wireframing
- User Testing & Usability Improvements
- Wire framing, Prototyping
- Data-Driven Design Decisions
- Accessibility & Inclusive Design

Front end

- HTML, CSS, JS, SASS, Bootstrap, Ionic

Tools

- Figma
- Maze
- Mix panel, Smart look