

SWARNIMA DESHMUKH

UX Designer

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SKILLS

Contextual Inquiry, Affinity Diagrams,
Interaction Maps, Use Case Diagrams,
Personas, Scenarios, Surveys,
Experience Mapping, Card Sorting,
Sketching, Storyboarding, Prototyping,
Heuristic Evaluation, Usability Testing

Illustrator, Photoshop, InDesign,
Sketch, Principle, Axure RP Pro,
Balsamiq, proto.io, InVision, Marvel

HTML, CSS, JavaScript, XAML,
ASP.NET, Python

COURSEWORK

Fundamentals of Human Behavior
Contextual Inquiry & Consulting
Design of Complex Websites
Introduction to Interaction Design
Personal Informatics Design
Citizen Interaction Design
Need Finding & Usability Evaluation
Multidisciplinary Design Program
Graphic Design

EDUCATION

UNIVERSITY OF MICHIGAN, ANN ARBOR

MS Information, Human Computer Interaction | Apr 2017

UNIVERSITY OF PUNE, INDIA

Bachelor of Engineering | Apr 2013

EXPERIENCE

UX DESIGNER | FICO, Ann Arbor | Sep 2016 onwards, part-time

Working on designing intuitive information visualizations and hierarchy for complex cyber-security data in the PDF version of the FICO Enterprise Security Score web application.

UX INTERN | FICO, Ann Arbor | May 2016 to Aug 2016

Re-designed the FICO Enterprise Security Score web application to improve the user-experience through customer research, prototyping, experience mapping & usability testing.

UX DESIGNER 2 | Design Clinic, UofM | Jan 2016 to Apr 2016

Conceptualized and designed a unique online educational platform for students at UofM to acquire skills in entrepreneurship by "creating their own adventure" on the platform.

SOFTWARE ENGINEER 1 | Microsoft, India | Jul 2013 to Jul 2015, 3 team rotations

Designed a Windows 8.1 Phone app to facilitate quick and on-the-go access to account information for sales leaders, showcased at Microsoft Global Exchange 2014, Atlanta.

Designed a Windows 10 Desktop app for OEM partners of Microsoft to efficiently manage multiple accounts; Implemented the user-interface using XAML and C#.

Worked on the interface and navigation of a chat-bot on Lync 2013 for customers of Microsoft Business Solutions to quickly access FAQs; Reduced 50 escalations/ day to IT.

OTHER WORK

UX DESIGNER | BGM Engineering Inc. | Jan 2015 to Dec 2015

Designed and tested a proof-of-concept Android app for home automation using NFC.

UX RESEARCHER | Arbor Insight LLC | Jan 2016 to Apr 2016

Identified user needs and usability concerns for Squibit, an app to report workplace incidents through surveys, interviews, personas, scenarios, heuristic evaluation, and usability testing.

UX RESEARCHER | Jackson Interfaith Shelter, MI | Sep 2015 to Dec 2015

Designed a low-tech and sustainable information tool to help the homeless residents of Jackson Interfaith Shelter quickly procure important IDs required for Section 8 housing.