SWARNIMA DESHMUKH

User Experience Designer

EDUCATION

UNIVERSITY OF MICHIGAN

MS - Human Computer Interaction

Ann Arbor // Aug 2015 - Apr 2017

UNIVERSITY OF PUNE

BE - Computer Engineering

Pune, India // Aug 2009 - Apr 2013

RESEARCH

Conducted contextual inquiry to analyze information flow & improved monthly staff efficiency by 115% at **Services to Enhance Potential**

Conducted ethnographic research for a sustainable information tool to help homeless residents with Section 8 housing at **Jackson Interfaith Shelter**

Developed a survey to highlight misalignment between personal & collectively held norms regarding sexual consent in undergrads at **University of Michigan**

SKILLS

Contextual Inquiry, Personas, UX Workflows, Surveys, Experience Mapping, Card Sorting, Prototyping, Heuristic Evaluation, Usability Testing

Illustrator, Photoshop, InDesign, Sketch, Principle, Framer, Axure, OmniGraffle, InVision, Marvel

HTML, CSS, JS, XAML, ASP.NET

EXPERIENCE

USER EXPERIENCE DESIGNER at Arbor Networks

1 month (Jun 2017 onwards) // Ann Arbor

Designing "executive reports" that provide a snapshot of organizational cyber-security in Arbor Networks SP, to significantly reduce customer manual effort.

Conducting research sessions with leading ISPs, creating affinity diagrams & personas, designing visually appealing & intuitive representations of data.

USER EXPERIENCE DESIGN INTERN at FICO

1 year (May 2016 - Apr 2017) // Ann Arbor

Designed & shipped 3 versions of the FICO Enterprise Security Score (ESS) web application used by organizations to analyze cyber security posture and threats.

Leveraged web analytics for user insight, created complex workflows & interactive prototypes, conducted A/B & usability testing, designed marketing material.

DESIGNER 2 at UX Design Clinic, University of Michigan

3 months (Jan 2016 - Apr 2016) // Ann Arbor

Conceptualized, designed, and bought stakeholder approval for an online educational platform (Entrepreneurship Greenhouse) to help students discover relevant tools applicable to entrepreneurial endeavors through a unique navigation approach that enabled them to "*create their own adventure*".

UX CONSULTANT

1 year (Jan 2016 - Dec 2016) // Michigan

Designed, prototyped, tested a scalable Android app (NFConnect) for cheaper and more secure home automation using NFC at **BGM Engineering Inc**.

Identified user needs and conducted usability evaluation for a mobile app (Squibit), which is a neighborhood watch for corporations at **Arbor Insight LLC**.

SOFTWARE ENGINEER 1 at Microsoft

2 years (Jul 2013 - Jul 2015) // Hyderabad, India

Designed & shipped 2 enterprise Universal Windows Platform (UWP) applications that fetched CRM data to facilitate a modern look & on-the-go experience.

Designed and implemented a tool using C# to automate the connectivity testing between Microsoft & Avnet, which reduced manual testing effort by 50%.

Identified user issues & designed the navigation of a "helpdesk" tool on Lync 2013 for OEM partners, which reduced upto 50 escalations/day to IT.