Swarnima
Deshmukh

Looking for a full-time UX Design & Research position

734-846-6307

swarnima@umich.edu

swarnimadeshmukh.github.io

Photoshop | Illustrator | InDesign

Sketch | Balsamiq | Axure RP Pro

InVision | Marvel | Principle

HTML | CSS | JS | JQuery

XAML | ASP.NET | SQL

Education

University of Michigan, Ann Arbor
MS Information - HCI | GPA = 3.96 | Sept 2015 - Apr 2017

University of Pune, India
Bachelor of Engineering | First Class with Distinction | Aug 2009 - Apr 2013

Experience

UI/ UX Intern - FICO | May 2016 - present
Designing the information architecture & visualization for a cybersecurity enterprise application (FICO ESS) | Uncovered customer insights & translated to features through personas, scenarios, card sorting, experience maps, wire-framing, prototyping, A/B & usability testing.

UX Designer II - Design Clinic | Jan 2016 - Apr 2016
Conceptualized an online video platform (Entrepreneurship Greenhouse) with the Digital Education & Innovation lab, for UofM students to 'create their own adventure' in innovation and entrepreneurship | Created wireframes and prototypes for 4 approaches to non-traditional navigation and comprehensive video pages that facilitate user-driven content generation

Software Engineer - Microsoft | Jul 2013 - Jul 2015
Worked on the UI design and implementation of Account Manager Lookup, an enterprise Windows Phone 8 application that fetched relevant account data from CRM for sales managers always on-the go | Showcased at the Microsoft Global Exchange Conference 2014 in Atlanta, GA | Worked on personas, user workflows, wireframes, high-fidelity prototypes, usability testing, Windows Marketplace compatibility checks

Worked on the conceptualization of AccountPlanning, an enterprise Windows 10 desktop application aimed at providing an optimal user experience to account managers of OEM-CRM handling a large amount of data in multiple accounts | Focused on organizing & displaying data fetched from CRM in an intuitive & ergonomic way.

Relevant Work

Multidisciplinary Design Program
Working with BGM Engineering Inc. to design, prototype, and usability test an Android app that controls household devices using NFC | Interviews, personas, scenarios, surveys, paper & high-fidelity prototyping, usability testing

Contextual Inquiry & Consulting
Conducted contextual inquiry for a non-profit in Livonia, MI through background research, interviews, observation, affinity wall to discover obstacles in the information flow within the organization hierarchy | Suggested recommendations to improve staff efficiency by 115% by reducing workload by 22 hours/ month.

Squibit - Arbor Insight
Conducted an in-depth assessment of user needs through interaction maps, interviews, personas & scenarios, surveys, heuristic evaluation, usability testing | Identified key usability problems in the current interface and suggested recommendations to render an improved user-experience

I Can't Prove I'm Me
Worked with the Jackson Interfaith Shelter to develop a sustainable, low-tech information tool that helps homeless residents obtain important IDs necessary to secure housing in the Section 8 program | Leverages techniques like comparative analysis, interviews, experience mapping, protoyping, usability testing .