

# SWARNIMA DESHMUKH

User Experience Designer crafting enterprise products for over 4 years

## skills experience

### UX Methods

Contextual Inquiry, Storyboarding, Personas, Affinity Diagramming, Surveys, Card Sorting, Prototyping, Heuristic Evaluation, Usability Testing, A/B Testing, Web Analytics

### Prototyping Tools

Adobe Illustrator, Adobe XD, Sketch, Principle, Framer, Axure, Flinto, InVision, Marvel

### Programming

HTML, CSS, JS, D3.js

## education

### University of Michigan

Master of Science - HCI  
Aug 2015 - Apr 2017 // Ann Arbor

### University of Pune

Bachelor of Engineering  
Sep 2009 - May 2013 // Pune, India

## contact

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### UX DESIGNER, NETSCOUT | Arbor

[1.25 years] Jun 2017 - present // Ann Arbor

Own the design for our flagship network visibility product (Arbor SP) and our big data analytics platform (Arbor SP Insight).

Collaborate with a multi-disciplinary team to inform design; design rapid iterations of end-to-end workflows and prototypes for complex security features; drive usability testing for feedback; lead visual design overhaul; establish and maintain design patterns.

### UX CONSULTANT, Solensee

[4 months] Mar 2018 - Jul 2018 // Ann Arbor

Designed the end-to-end experience for a custom patient-centered healthcare solution called Panoptic. One side of the solution is an Android tablet based patient portal which is attached to the hospital bed. The other side of the solution is an admin dashboard that provides intuitive visualizations to management to assess quality of care and patient satisfaction.

### UX INTERN, FICO

[1 year] May 2016 - Apr 2017 // Ann Arbor

Worked on a web-based cybersecurity product (FICO Enterprise Security Score) from conception to launch through 3 releases; Led design iterations based on web analytics, research, A/B & usability testing feedback; Created pixel-perfect interactive prototypes; Owned visual design for marketing.

### DESIGNER 2, University of Michigan (UX Design Clinic)

[4 months] Jan 2016 - Apr 2016 // Ann Arbor

Conceptualized a web-based video platform (Entrepreneurship Greenhouse) to bridge the gap between entrepreneurial students and faculty. Designed a unique site navigation approach for students to discover learning material.

### SOFTWARE ENGINEER 1, Microsoft

[2 years] Jul 2013 - Jul 2015 // Hyderabad, India

Worked on the end-to-end user experience for enterprise UWP apps that translated messy CRM data into simple and elegant interfaces.

Developed a tool to automate the connectivity testing between Microsoft and Avnet Inc. that reduced the manual testing effort by 50%.

Identified customer issues and built an FAQ tool on Lync 2013 for OEM partners which reduced up to 50 escalations/day to Microsoft IT.