

Swetha Baskaran

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EDUCATION

University of Massachusetts, Amherst

Masters in Education - Learning, Media & Instructional Technology - GPA 4/4

Sep. 2022 - May. 2024

Amherst, MA, USA

Amity University

Bachelor of Arts - Visual, Film and Video Production - CGPA 9.02

Aug. 2016 - Jun. 2019

Noida, India

PROFESSIONAL EXPERIENCE

Intuit

Learning Experience Designer

May. 2024 - Present

New York City, NY, USA

- Led the design and implementation of a security meter and hub for the QuickBooks app, enhancing user account protection and overall cybersecurity.
- Conducted user research and usability testing to inform design decisions, ensuring product solutions meet user needs and enhance user experience.
- Worked closely with cross-functional teams, including engineers and product managers, to translate design visions into functional learning products.
- Leveraged analytics and user feedback to refine and optimize designs, driving continuous improvement.

Tesla

Learning Experience Designer Intern

Jan. 2024 - May. 2024

Austin, TX, USA

- Collaborated with cross-functional teams, including engineers and product managers to create in-app training materials and features ensuring technical accuracy and user experience engagement.
- Directed the program development of new app features, aligning content strategies with product goals, and increased performance rate by 30%.
- Leveraged customer feedback and data metrics to continuously improve high-fidelity prototypes, driving user satisfaction and engagement.

Intuit

Program Manager - Instructional Designer Intern

May. 2023 - Sep. 2023

Mountain View, CA, USA

- Led the strategic development and programming of a micro-learning game using Articulate Storyline, focusing on customer personas aimed to enhance Cyber Security Awareness.
- Analyzed educational content design based on adult learning theories resulting in effective learning programs that elevated customer learning experiences and product knowledge.
- Leveraged data-driven decision processes, collaborating with cross-functional teams and stakeholders to align content with business requirements, leading to a 25% increase in security compliance rates.

Edufic Digital

Program Manager - Senior Instructional Designer

Jun. 2020 - Jul. 2022

Chennai, India

- Directed projects from inception to deployment, streamlining learning needs and resources to ensure execution with vigilant risk management using agile methodologies.
- Designed captivating customer-facing application solutions including user stories, storyboards, 3D simulations, infographics and e-learning modules with Articulate Storyline, Figma, and Adobe Creative Suite.
- Implemented improvement initiatives from data analysis, resulting in a 45% increase in customer knowledge retention.
- Efficiently collaborated with design vendors, user experience researchers, SMEs, and third-party developers, streamlining content creation and testing processes.
- Promoted innovation and technology integration and reduced testing timelines by 20%.

TECHNICAL SKILLS

Authoring Tools: Figma, Articulate Storyline, Rise 360, Vyond, Adobe Creative Suite, Camtasia, LMS Data Management, Graphic Animation, HTML, Power BI, Dreamweaver, Keynote, Pixelmator Pro, Excel, Microsoft Teams

Learning Management System: Docebo, Skilljar, Canvas, Moodle, Blackboard, Degreed, Skillsoft

Campus Involvement: Teaching Assistant - Student Success, Publicity Chair - Student Advising Committee