

# SWETHA MYLAVARAPU

## Visual and UX Designer

Portfolio: <https://swetha-mylavarapu.github.io/portfolio/>

### ABOUT ME

Senior UI/UX Designer, experienced in the management of complete design process, from conceptualisation to delivery. Skilled in Adobe Creative Suite(Illustrator, XD), Microsoft Office Suite and Web Design.

### SKILLS

#### Software Skills

Illustrator, Adobe XD, Sketch, Invision After Effects, Figma.

#### Artistic Skills

Storytelling, Illustration, Storyboarding, Comics/Sketch

#### Industry Skills

Information Architecture, Interaction Design, Wireframing, User Experience Research, Rapid Prototyping, Usability Testing.

### EDUCATION

**Osmania University** 2012 - 2016  
Bachelor Of Engineering in Electrical & Electronics  
Hyderabad,India

### CONTACT

- swetha.mylavarapu23@gmail.com
- swetha-mylavarapu
- swetha\_mylavarapu

### EXPERIENCE

**YUJ Designs** **Currently Working**  
**Visual Experience Designer**

- Design user-centered interaction models, wireframes and infographics
- Created standards, style guides, specification documents to support visual design system for customer delivery.
- Present design decisions to the stakeholders that are backed up by strong experience design principles and rationales.
- Coordinate with interdisciplinary project teams and collaborate with various business units, managers and engineers for successful completion of projects and designs.

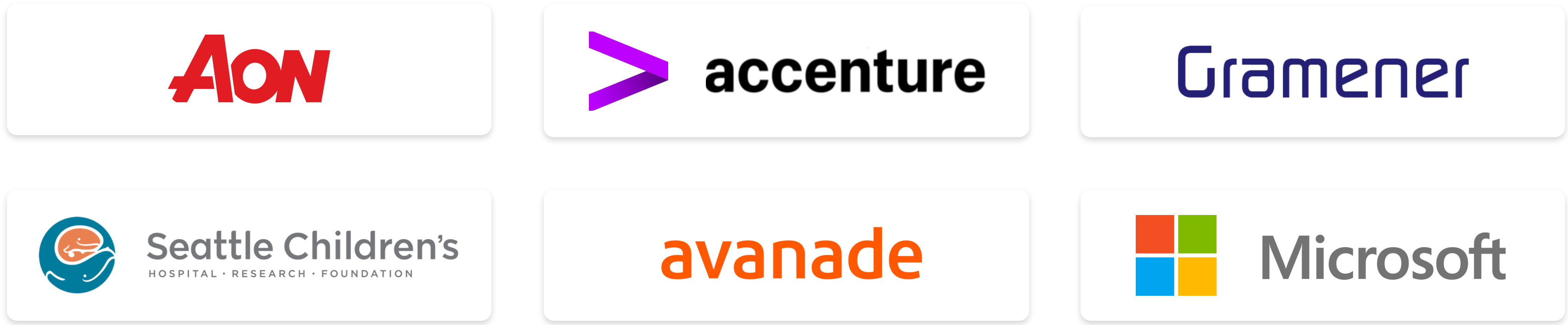
**Gramener** **Sep 2020 - Nov 2020**  
**Character Illustrator (Freelance)** **Hyderabad,India**

- Contributed to Comicgen project, an opensource character asset library for data storytelling with unique illustrations of comic characters.
- Designed and Created comic characters "Zoe" and "Aryan" with various poses and expressions that integrate with Comicgen JavaScript library.
- My character illustrations with different poses and expressions has been adopted in various comic strips, stickers and franchise created by the organisation.
- The comic characters can be accessed here : [Aryan & Zoe](#)

**Accenture** **Nov 2016 - July 2020**  
**Senior UX/UI Designer** **Hyderabad,India**

- Responsible for user research, information architecture, wireframing and visual design for cross-platform applications (Web/Mobile).
- Created rapid prototypes and organize user testing for responsive designs
- Conducted User Interviews with Internal clients to formulate and enhance workflows in the organisation.
- Redesigned native web applications for various external clients (Microsoft, AON) adopting responsive web design methodologies.
- Collaborate with Partners, Product Managers and Engineers to help define product requirements.

### CLIENTS



### ACHIEVEMENTS

- Awarded the **Accenture Celebrates Excellence (ACE 2020)** Award for quick delivery of projects in 2 months to enhance Client's Business outcomes
- Rewarded the **Creative Collaboration Award (2020)** for active collaboration and pitching new ideas within the team optimising the workflows in the organization
- Secured **second prize (2019)** for the topic Employee Onboarding and received good response for Research Analysis and Storytelling
- Awarded **Outperform Award (2017)** in Individual Category for completing multiple projects with top quality deliverables in the organization.