

SWETHA MYLAVARAPU

Visual and UX Designer

Portfolio: <https://swethamylavarapu.tiiny.site/>

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.

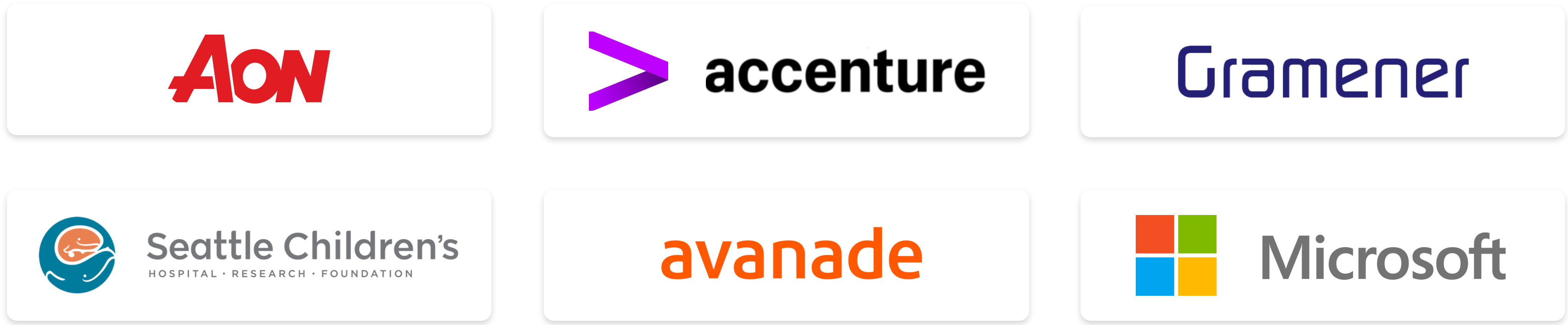
Gramener **Sep 2020 - Nov 2020**
Character Illustrator (Freelance) **Hyderabad,India**

- 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.