Swati Agane

User Experience Designer
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WORK EXPERIENCE

UX Designer | Freelancing
Jan. 2018 – Till date, Cary, NC

*Consulted on developing strategy for Interaction, Visual Design and Usability for an Android App (*Mudra).
Mudrantar is a startup that offers a complete solution to small and medium businesses to digitize their operations, accounting and GST filing for Indian market. Designed the app using Adobe Illustrator and Adobe XD. Worked with the development team to leverage these designs and create the app for Google Playstore. (App currently under development)

Provided design consulting and branding strategy for Alpharadian website and marketing material.
Alpharadian is a startup focusing on providing analytics to businesses for Intelligent Interactions. Worked with the development team to create a website and worked on the entire branding strategy and marketing material to promote Alpharadian to potential investors and customers.

UX Designer/Researcher | Course Work
Dec. 2016 – Feb. 2017 Cary, NC

*Designed an app prototype (*Ask MURF) *that facilitated social behavior surrounding recycling habits.*
Managed the project from concept to delivery. Conducted user research and validated solutions through various iteration cycles. Crafted design artifacts such as ideations, storyboards, wireframes, and prototypes. Performed in-person A/B testing to help identify issues and discover new ways to improve and innovate the end product.

UX Designer | World Usability Day Design Challenge
Nov. 2016 Raleigh, NC

Competed to improve education and awareness surrounding pet waste ordinance.
Co-created and completed issue analysis, needs assessment, personas, and ideation under strict deadline with 4 other team members. Constructed an interactive paper prototype and revealed the design to a board of 3 people utilizing a persuasive presentation and compelling deliverables. Created an educational campaign and marketing collateral to support the design.

Project Manager | GE Healthcare (GEHC)
April 2004 – Nov. 2006 Milwaukee, WI

Provided Project Management for rollout and maintenance of TeamSite by defining responsibilities and allocating tasks to meet strict timelines and budgets.
Built the team and processes for rolling out and maintaining GEHC's global websites and intranets, using TeamSite. Coordinated client meetings and collaborated with the support teams. Established and monitored the processes for problem solving, change management, and quality control.

EXPERTISE
User research, UI design, User testing, Personas, Wireframing, Prototyping, Storyboards, Heuristic Evaluation, Project Management, Analytical and Critical Thinking, Leadership, Written, Verbal and Inter-Personal Communications

EDUCATION
Interaction Design Specialization
University of California San Diego, CA (Coursera)

Photography (Photo I and Photo II)
University of Kentucky

Bachelor of Science
Mumbai University Mumbai, India

Diploma in Computer Arts and 2D Animation
EDIT Systems Pvt. Ltd Mumbai, India

SKILLS
Software/Tools: Adobe Illustrator, Adobe Photoshop, Adobe XD, InVision, Justinmind, Marvel, Keynote, UserTesting, Microsoft Office Suite, and Microsoft Project

Languages: HTML, CSS, JavaScript (basic knowledge)

AWARDS
1st Place Winner (2016)
World Usability Design Challenge

Holga Award for Best Portfolio
University of Kentucky

Gold Certificate for Leadership
Advertising Agencies Association

PROFESSIONAL DEVELOPMENT

Researching the Problem Space Workshop
Indi Young – Raleigh, NC

Advertising, Strategy & Creative Workshop
Advertising Agencies Association Mumbai, India

ASSOCIATIONS
TriUXPA – Member | 2014 – present

Ladies that UX | 2015 – present

VOLUNTEERING
Habitat for Humanity
Collaborated to help build and fund homes for the local community.

University of Kentucky
Assisted international students with relocation issues.

Nations at Play
Organized community and educational events to support foreign and expecting mothers.

Project Leader and TeamSite Content Manager | GE Healthcare
Nov. 2002 – April. 2004 Mumbai, India

Provided design consulting and content management for GEHC intranet and Internet sites.
Led a creative team to adapt newly acquired business assets to meet the corporate brand guidelines of General Electric (GE). Created images, designed web pages, and produced animations. Supported various trade shows, product launches, and marketing activations with graphic designs.

Graphic Designer and Web Design Lead| Tata Consultancy Services (TCS)
Dec 1997– Oct. 2002 Mumbai, Hyderabad and Kolkata, India

Worked extensively in PowerPoint, Corel Draw, Adobe Photoshop and Illustrator to design marketing campaigns and keynote presentations for TCS senior management.