

# Swati Agane

User Experience Designer

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## WORK EXPERIENCE

**UX Designer/Researcher** | Capstone Project

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 to resolve critical issues quickly. Established and monitored the processes for problem solving, change management, and quality control to ensure solution-oriented project outcomes. Analyzed and reported key metrics for service delivery.

**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.

**Web Design Lead** | Tata Consultancy

Kolkata and Hyderabad, India

**Graphic Designer** | Tata Consultancy

Mumbai, India

## 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

**Bachelor of Science - Botany**

Mumbai University Mumbai, India

**Diploma in Computer Arts and 2D Animation**

EDIT Systems Pvt. Ltd Mumbai, India

## SKILLS

**Software/Tools:** Adobe Photoshop, Adobe Illustrator, Keynote, InVision, Justinmind, Marvel, RStudio, Microsoft Office Suite, and Microsoft Project

**Languages:** HTML, CSS, JavaScript (basic knowledge)

## AWARDS

**1<sup>st</sup> Place Winner (2016)**

World Usability Design Challenge

**Holga Award for Best Portfolio**

University of Kentucky

**Gold Certificate for Leadership**

Advertising Agencies Association

## PROFESSIONAL DEVELOPMENT

**Photography (Photo I and Photo II)**

University of Kentucky

**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.