

Swatika Upendran

PRODUCT DESIGNER

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ABOUT

I specialize in crafting design systems and websites to optimize customer engagement, alongside developing data-driven internal tools and dashboards aligned with business objectives. My design expertise spans Fin-tech, Education, LGBTQ+ inclusion, and data-driven Healthcare industries. Transitioning seamlessly from spatial design and project management, I lead projects from ideation to execution with a blend of creativity and precision, fostering effective cross-functional collaborations.

SKILLS

Research

Qualitative User Research, UX Strategy, Workshop Facilitation, User Interviews, Information Architecture, User flows, Usability testing, A/B testing

Design

Cross-Functional Collaboration, Sketching, Storytelling, Journey mapping, Brand Identity Enhancement, UX design, Interaction Design, UI Design, Wireframes and Prototyping, Web design, Accessible design, Motion Design, Design system, Data Visualization, Spatial design, 3D modeling, Agile Methodology, Project Management

Tools

Figma, Adobe XD, Adobe Creative Suite, Sketch, Invision, AutoCAD, InDesign, Webflow, Miro, Mural, Unreal Engine, Sketchup, 3D Max

EDUCATION

Master of Design - Human - Computer Interaction

California College of the Arts (CCA)

Aug 2021 • San Francisco, CA

Master of Design - Branding & Retail

Elisava School of Design

Jul 2019 • Spain

Bachelor of Science - Visual Communication

Madras University

Jun 2011 • Chennai, India

EXPERIENCE

Technical lead - Product Designer, *HCL America Inc.*

Nov 2021 - Jan 2024 • Sunnyvale, CA

- Partnered with a 25-member engineering team, PMs and data scientists to develop multiple operational dashboards while establishing an efficient design system, resulting in a 20% reduction in development time.
- Engineered comprehensive internal enterprise tools that enhanced operational accuracy by 100%, expediting the executive decision-making processes by over 25% at Otsuka Pharmaceuticals.
- Executed end to end UX design for dashboards enabling quick data driven decisions for executive level management at Experian.

Product Designer, *PRIDEnet by Stanford University*

May 2021 - Aug 2021 • San Francisco, CA

- Led the overhaul of PRIDEnet's website with qualitative UX research, increasing volunteers engagement by 120+ in 2 months. Streamlined the onboarding process for new volunteers by automating, saving more than 50% of staff time considerably.
- Elevated brand visibility and engagement with community partners by 75% through refined brand identity.

User Experience Designer, *The San Francisco School*

Feb 2021 - May 2021 • San Francisco, CA

- Conducted in-depth qualitative UX research to understand the unique needs and challenges of local children.
- Optimized the onboarding process by implementing user-centric design principles and enhancing communication channels, resulting in a 23% increase in registrations for summer camps within the community.

Lead Designer - Project Manager, *Interspace Inc.*

Jul 2013 - Jun 2018 • India

- Headed an 8-member Retail design team to pioneer groundbreaking retail concepts, applying a user-centric approach to enhance engagement by over 20% across various projects.
- Successfully conceptualized and implemented innovative design solutions that have enhanced customer engagement and driven business growth.
- Managed a portfolio of 20+ projects, guaranteeing 100% customer satisfaction and cultivating repeat business opportunities.

Creative Designer, *RSP Design Consultants*

Dec 2011 - Jun 2013 • India

- Designed interactive breakout spaces to redefine the workplace experience at Intuit, Infosys and Target corporate offices to boost productivity and collaboration amongst employees.
- Collaborated closely with cross-functional teams to develop interactive digital gaming zones, massage areas and out of the box meeting spaces contributing to fostering social interaction, enhancing communication and teamwork by over 33% at Cisco systems corporate office.