

Swatika Upendran

Senior UX/Product Designer with experience in human-centered design, data visualization, enterprise dashboards, and AI-powered applications. Adept at user research, information architecture, interaction design, and agile product development to create intuitive, high-performance digital products that improve decision-making speed, usability, and engagement.

Work Experience

Product Designer

Aug 2024 – Present

AI-Driven Startup Projects

Designing and delivering three early-stage products across nonprofit, tech, and educational gaming sectors, blending user research, interaction design, and rapid prototyping to validate product-market fit. Actively exploring and experimenting with emerging AI tools to enhance innovation and speed to market.

- Spare Change – Mobile app for a pre-seed nonprofit enabling digital donations to homeless individuals for food and essentials; designed an intuitive, high-conversion donation flow.
- Influenscore– AI-powered platform connecting small businesses with micro-influencers; optimized onboarding and matching workflows to boost engagement.
- The American Dream – Immigration-themed educational game guiding students toward U.S. residency; using Trae.ai for feature development, narrative design, and immersive gameplay.

Senior UX/UI Designer

Nov 2021 – Jan 2024

HCLTech

- Experian PLC – Designed and shipped the Global Operations Dashboard, unifying performance data across 10 workstreams with a clear metric-to-KPI taxonomy; introduced a Top 5 leaderboard and compare mode to benchmark regions, cutting C-suite decision latency by 25% by turning noisy telemetry into trustworthy insights.
- Implemented profile- and region-based access with multi-level KPI drill downs, saved views, and exportable executive summaries, boosting leadership analytics engagement by 40% and improving cross-regional performance transparency.
- Otsuka Precision Healthcare – Designed and delivered patient-facing and provider-facing tools, including a cross-platform patient profile chart, to streamline clinical trial workflows; improved data clarity, reduced task time for healthcare providers, and enhanced patient engagement.
- Led the strategic design of portfolio dashboards and created a developer-focused design system in Tableau to standardize components, improve interface consistency, and accelerate development timelines by 30%; partnered with cross-functional teams to align data visualization and functionality with business objectives, improving stakeholder decision-making speed and clarity.

UX/UI Designer

May– Aug 2021, Jun– July 2022

PRIDEnet by Stanford

- Led the redesign of PRIDEnet’s website to centralize key information, clarify brand identity, and strengthen community engagement. Improved SEO and designed an engagement kit (flyers, origami cards, and QR codes) to drive traffic, boost volunteer participation, and extend brand interaction beyond the digital space.
- Conducted stakeholder workshops, journey mapping, and usability testing to uncover pain points and inform design decisions; implemented a new member area for tracking events, resources, and ambassador activities, streamlining volunteer management and reducing manual workload by 50%.

Experience Designer

Feb – May 2021

The San Francisco School

- Redesigned the summer camp registration flow and optimized marketing strategies, increasing sign-ups by 23% and improving conversion rates across seasonal programs.
- Led user research and a comprehensive UX audit to identify friction points in the application process, implementing design changes that reduced completion time and improved overall user satisfaction.

Lead Designer/Project Manager

Jul 2013 – Jun 2018

Interspace Inc.

- Led an 8 member team that focused on developing strategic service design and innovative customer-focused retail experiences for various brands like Kohler, Keh Casa, Le Reve Cinemas and Evoluzione.
- Improved customer engagement by 20% through problem-solving and user-centered design.
- Maintained a 96% on-time deliveryrate across 20+ projects valued at \$4M each, ensuring effective engagement with customersand repeat sales.

Experience Designer

Dec 2011 – Jun 2013

RSP Design Consultants

- Designed interactive workspaces for Cisco, Intuit, Infosys, and Target, fostering collaborative environments.
- Enhanced teamwork and communication by 33% at Cisco Systems through strategic design of interactive spaces.

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Skills & Competencies

Design Methodologies:

Interaction Design, Information Architecture, Data Visualization, Agile Product Development

Collaboration & Communication:

Cross-functional Collaboration, DesignStorytelling, Customer Journey Mapping

Prototyping & Testing:

Interactive Mockups, User Flow Design, UsabilityTesting, A/B Testing, User Experience

Tools

Lovable.dev | Claude | Google Stitch

Figma | Adobe XD | Adobe Illustrator

Adobe Photoshop | Sketch | 3DMax

Unreal Engine |

Education

Master of Design, Human-Computer Interaction

California College Of The Arts

SanFrancisco, CA – Aug 2021

Master of Design, Branding and Retail Design

Elisava School Of Design And Engineering

Barcelona, Spain – May 2019

Bachelor of Science, Visual Communication

M.O.P Vaishnav College

Chennai, India – May 2011