Sweta Krishnamurthi Shankar

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WORK EXPERIENCE

UX Generalist - *Apple, Inc.* (Austin, Texas)   *Feb 2024 - Present*
- Lead and conduct 300+ remote / in-person user tests to evaluate tasks in in-house applications using qualitative feedback and quantitative metrics collected through surveys and analyze results to inform the design process.
- Establish best research practices and refine strategies, increasing the data collection throughput by 130% in 3 months.
- Gather requirements, design wireframes, userflows and test prototypes to share outcomes with cross-functional teams.

UX Designer - *Dell Medical School* (Remote)   *May 2023 - Dec 2023*
- Defined the research questions and independently executed a strategic re-design project for a health data informatics application, achieving a monthly ROI of 98% and annual cost savings of over $990,000.
- Designed prototypes in Figma showing a 35% increase in SUS score for the re-design and overall improvement in UX.
- Conducted iterative tests for the existing application and proposed redesign, depicting 54% reduction in time on task.
- Optimized workflows and branding through strategic re-design of visual hierarchy, features and navigation system gained from qualitative research and participatory design with stakeholders, driving user adoption and engagement.

UX Designer - *Indeed* (Austin, Texas)   *Jan 2023 - Apr 2023*
- Designed two design concepts based on research and conducted user tests, yielding an average rating of 9 out of 10.
- Moderated mixed-method usability tests and employed statistical data analysis indicating 38% difference in efficiency.
- Produced UX benchmarking reports and utilized data visualization to share 15+ data-driven insights to stakeholders.

UX Designer - *Crave Retail* (Startup | Internship) (Remote)   *Aug 2022 - Dec 2022*
- Created the design system, branding and designed new product features and wireframes using a mobile-first approach.
- Collaborated in an agile environment to conduct design reviews for a consumer-facing app and resolved 90 issues.
- Conducted accessibility audits and re-designed UI using best practices, positively impacting user's trust and engagement.
- Analyzed datasets from the app's backend using Mixpanel to track user behavior to iterate on service design strategies.

UX Researcher and Designer - *Dropoff, Inc.* (Startup | Internship) (Austin, Texas)   *Jun 2022 - Jul 2022*
- Led a research and re-design plan to validate the design and functionality of an enterprise app used by 500+ employees.
- Created design solutions of new and improved functionalities using Figma for 30+ areas of improvement detected using qualitative data analysis which aided in increasing user's efficiency and decreasing cognitive load in using the website.

Lead Content Strategist - *AGB* (Chennai, India)   *Nov 2018 - Jul 2021*
- Led and managed a team of 5 to design content and craft strategies for digital media platforms through generative and evaluative research, leading to 200% organic increase in followers' engagement and retention rate in less than 2 years.

EDUCATION

Master of Science in Information Science (specialized in UX Design and Research)   *CGPA 3.9/4*
The University of Texas at Austin   *Austin, Texas*

Bachelor of Engineering in Computer Science and Engineering   *CGPA 3.2/4*
Sri Venkateswara College of Engineering   *Chennai, India*

SKILLS

Design: Design Thinking, Wireframing, Prototyping, User Flows, Storyboarding, User Personas, Information Architecture
Research: User Interviews, Usability Testing, Surveys, Card Sorting, Focus Groups, Competitors Analysis, Ethnography, Heuristic Evaluation, User Journey Mapping, Affinity Mapping, Task Analysis, User Stories, A/B testing, Data Analytics
Tools: Figma, Microsoft Suite, Google Suite, Tableau, SurveyMonkey, Qualtrics, UserZoom, Miro, Jira
Programming Languages: R, SQL, C, Java, HTML, CSS