Swapnil

Senior Product/UX Designer with Frontend Skills

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Experience

BrowserStack

Senior Product Designer   *September 2022 - Present*

- **Led the conceptualization and end-to-end design** of a new product, steering its journey from initial research to market launch and integrating it seamlessly into a comprehensive SaaS suite, resulting in **a successful product launch with positive user feedback**.
- **Collaborated cross-functionally** with design teams to implement a new design system, leveraging frontend development expertise to expedite product rollouts within the fiscal year, which **accelerated product rollout timelines**.
- **Developed and integrated generative AI features** into an existing platform, enhancing user workflows and driving significant user engagement, which **boosted platform usage metrics**.
- **Revamped the user experience** of a major product, optimizing daily workflows and increasing user interaction, leading to **improved user satisfaction ratings**.
- **Drove key growth initiatives**, transforming the onboarding process and boosting user retention rates from 4% to 25%, resulting in **dramatically improved user retention**.
- **Partnered with executive leadership** to communicate and promote the company's vision and product offerings through impactful visual storytelling, which **enhanced external perception of the brand**.

JM Financial

Team Lead - Design   *April 2021 - August 2022*

- **Led and developed a team** of 5-7 designers, mentoring members from intern to mid-level roles to drive skill enhancement and project delivery, which **fostered a high-performance design team**.
- **Streamlined design operations** by creating automation processes with React and NodeJS, reducing task completion times from three days to under one hour, which **increased efficiency and reduced operational delays**.
- **Conceptualized and spearheaded new financial products and digital platforms**, collaborating with international teams to support both customer-facing and internal tools during the digital transformation spurred by the COVID-19 pandemic, contributing to **business continuity and growth**.
- **Oversaw the production** of diverse visual and motion design projects for both digital and print mediums, delivering **impactful design solutions**.

UI/UX Designer   *August 2017 - March 2021*

- **Transformed product designs** to ensure responsive, device-agnostic user experiences, transitioning from desktop-centric models, which **enhanced user reach and accessibility**.
- **Mentored and guided interns** through comprehensive UX design practices, enhancing CRM tool usability and significantly reducing onboarding time and training requirements for new team members, which **reduced training costs and improved team productivity**.

NVIDIA

Visual Designer [Intern]   *March 2016 - August 2016*

- **Collaborated with global teams** to design a desktop tool packaged with consumer hardware, adhering to established design protocols, ensuring **product consistency and user satisfaction**.
- **Delivered detailed design specifications and assets** for computer graphics configuration software, facilitating **seamless development and implementation**.

Education

Symbiosis Institute of Design   2013-2017

Bachelor's in Design (B.Des) | Specialization: User Experience Design

Skills

Creative Skills: UX, Visual Design, Information Architecture, User Research, Competitive Analysis, Usability Testing, Design Systems, WCAG Accessibility Compliance, Figma, Illustrator, AfterEffects, Motion Graphics, 3D Modelling, Blender, Augmented & Virtual Reality

Technical Skills: Javascript, Typescript, CSS, HTML, React, NodeJS, Sass, TailwindCSS

Languages

English: Native/Full Proficiency

French: Advanced Proficiency