

SHRADDHA SWAROOP

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PROFESSIONAL SUMMARY

Senior User Experience Designer with an Bachelor's Degree in Graphic Design and a certification in User Experience Design and Usability. Currently working on another certification in Advanced Web Technologies from UCLA. Over eight years industry experience - including usability design, interactive design, graphic design and development work.

- Over eight years experience in usability design, interactive design, graphic design and development work using HTML5, CSS3, Axure Pro, Balsalmiq and Photoshop for rapid prototyping.
- Over 15 years of experience using Photoshop, InDesign and Illustrator.
- Understand, analyze and wrote business recommendations for improvement of existing processes while translating business needs into features and customizations for their sites/Applications.
- Comfortable working with different teams including remote designers, overseas developers, business analysts, business users, architects and stakeholders to create overall user interface with complete consideration for architecture and performance.
- Excellent leadership, communication, teamwork and collaborative skills in my roles as UX designer and on the board of the OCUX Meetup that organized SoCal UX Camp in June 2013.

EDUCATION/CERTIFICATIONS

UCLA: Interactive Design program, Class of 2014

California State University, Fullerton: Certificate in User Experience Design & Usability, Feb. 2013

California State University, Fullerton: Bachelor of Arts, 1990-1994

PROFESSIONAL EXPERIENCE

UI/UX Design consultant, Carol Anderson by Invitation

March 2013 to present

- User Interface Design: Responsible for the look and feel of the website from wireframes to visual comps to coding CSS and HTML files. Skills include:
 - Applied User Centered Design strategies to define, model, design and code intuitive, functional web and application interfaces by working with stakeholders, business analysts and users.
 - Performed as a visual designer and interaction designer for consumer website that was optimized for desktop and tablet devices. We are developing for mobile devices in the next release.
 - Developed and supported programming and usability design of the Carol Anderson by Invitation website for its Consultants.
 - Excellent communication skills, both written and verbal, with the ability to present ideas to technical and non-technical audiences.
 - Understand, analyze and wrote business recommendations for improvement of existing processes and process integration while translating Business/Department needs into features and customizations for their sites/Applications.
 - Comfortable working with different teams including designers, developers, business analysts, business users, architects and stakeholders to create overall user interface with complete consideration for architecture and performance.

Developer & User Interface Designer, Premier Woodworks

November 2012 to May 2013

- Designed the user experience of this website and played developer's role for this application. Skills include:
 - Knowledge of XML, HTML, CSS, JavaScript, and cross-browser compatibility issues

- Knowledge of evolving Web standards, HTML5 + CSS3
- Strong understanding and expertise in typography, color, imagery and layout
- Able to work under strict deadlines and deliver on time
- Created vision statement, competitive analysis, personas, taxonomy, user task flows and site map.

Shraddha Swaroop Designs

2005 to present

Freelance graphic design/founder

Clients: Premier Woodworks, DMV of California, Chomp Burgers, Los Angeles Times, Asian Pacific American Legal Center and Coca-Cola.

- **User Experience Design** | Wireframes, interaction design, information architecture, task flows, persona profiles, competitive analysis, testing and comps using Omnigraffle, Axure, Trello, Jira, Confluence, Word, Excel and Photoshop.
- **Developer** | Used HTML5, CSS3, PHP, MySQL, Javascript and Wordpress.

SOCIAL MEDIA MARKETING

Social Media Manager

2009 to 2013

Integrated clients' social media and marketing goals, built and engaged core social media audiences. Worked for UXPALA World Usability Day, L.A User Experience group and Orange County User Experience group, Society for News Design, V3 Digital Media Conference and the Asian American Journalists Association.

NEWSPAPER DESIGN

Designer, Los Angeles Times: 2008-2012

Rotational Designer, The Virginian-Pilot: 2007-2008

Lead Designer, San Jose Mercury News: 2000-2007

- Directed art graphics, design and presentation for projects across departments under deadline with the ability to close on design requirements independently or in a team.
- Accomplishments included conceptualizing and executing photo shoots and photo editing, art direction, conceptualizing and creating graphics, illustrations and design.

TECHNICAL SUMMARY

Interaction Design: About 3 years using rapid prototyping tools Axure Pro, Balsalmiq, Photoshop and InDesign.

Graphic Design: About 15 years of experience using Photoshop, InDesign, Illustrator.

Front-end development: About 5 years with HTML5, CSS3, Javascript, JQuery and responsive design using Twitter Bootstrap.