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Swarna Srimal Mehta

Design | Research | Strategy

I leverage my design expertise to influence product development from idea conception to the market in cross disciplinary teams.

SKILLS

Design Methods:

Ethnographic study
Contextual inquiry
Usability testing
Persona creation
Physical, digital prototyping
Co-creation
User journeys
Iterative concept generation
Detailed design delivery in :

- Voice UI & UX
- Service design
- Physical product design
- Mobile, web based UI & UX
- Chat bots

Cross functional Methods:

Cross functional facilitation
Business model canvassing
User centric market research
Design focussed PRD
UX system guidelines
Agile sprint methods
Project Management

TOOLS

Primary:

Adobe Creative Suite
(Illustrator, Photoshop, Indesign)
Sketch
Proto.io
Figma

3D Modelling:

AutoCAD
Solidworks
Rhinoceros
Keyshot

Coding:

Ruby on Sinatra
Arduino

Project Management:

Microsoft Project

LANGUAGES

English
Hindi
Bengali

EDUCATION

August 2016 | **CARNEGIE MELLON UNIVERSITY | Pittsburgh, PA**
May 2017 | *Master of Integrated Innovation in Products and Services* GPA: 3.97 / 4.0
Relevant courses: User Research Methods, Design for IoT, Strategy Development, Business Fundamentals, Project Management, Integrated Product Development

June 2010 | **NATIONAL INSTITUTE OF DESIGN | Ahmedabad, India**
December 2014 | *Bachelor of Design in Product Design* GPA: 3.75 /4.0
Relevant courses: Design Research, Systems Design, Form Studies, Physical and Cognitive Ergonomics, Design for Environment and Manufacture

EXPERIENCE

November 2019 | **ATLASSIAN INDIA LLP | Bengaluru, India**
Present | *Designer - Jira Cloud UX*

- Delivering project configuration experiences for B2B software Jira on Cloud.

January 2018 | **SAMSUNG R & D INSTITUTE | Bengaluru, India**
October 2019 | *Senior Designer - Voice and Services UX*

- Conceptualized, proposed and designed the Samsung's first voice experience for wearables - launched in June 2019 as Bixby on Galaxy Watch.
- Created extensive UI guides describing principles for voice interactions on wearables that are referred by product managers, developers and designers.
- Worked in cross functional teams to help refine the persona of Bixby.

June 2017 | **UPTAKE TECHNOLOGIES | Chicago, USA**
August 2017 | *Design Research and Strategy Intern*

- Contributed to agile ideation sessions with prospective partners to identify design problems in client businesses that resulted in signing new contracts.
- Created detailed plans for research and discovery for ongoing projects.
- Defined process of knowledge transfer from research to execution teams.

March 2016 | **COOEY TECHNOLOGIES | Bengaluru, India**
June 2016 | *Product Designer - User Experience & Interface Design (Consultant)*

- Proposed user research driven customer retention strategy which led to new information architecture and interface for chronic ailment management.
- Coeey's first IOS application based on this approach saw 42% retention.

November 2014 | **DUCERE TECHNOLOGIES | Hyderabad, India**
March 2016 | *Product Designer*

- Designed haptic patterns in smart footwear developed to aid visually impaired users for navigation, currently being marketed under the brand name 'Lechal'.
- Conceptualized, designed and tested mobile application that allows visually impaired users to interact through volume buttons on the smart phone.

ACADEMIC PROJECTS

January 2017 | **CONNECTED BY THE HIPPO | Pittsburgh, PA, USA**
May 2017 | *Internet of Things Project for Connected Intimacy*

- Designed, developed and tested interactive toys for new parents and children to remotely play with each other.

July 2013 | **PRE-SCHOOLERS' PROJECT | Ahmedabad, India**
December 2013 | *Systems Design for Government Pre-schools*

- Six month child development research project that culminated in a system designed to aid holistic child development with parents, teachers and schools.
- Sample solutions for constrained resource environments were pilot tested in 70 government pre-schools and then implemented across the state.