

Sathyaswaroopaa S

Product Designer

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Trivandrum, India

Summary

I am a product designer with 3+ years of experience.

Crafted experiences for B2C and B2B WebApps in E-commerce, Agri-Science, Logistics, and Healthcare.

Work Experience

Oct 2021 – Present (3+ yrs.)

WONGDOODY | Senior Lead Experience Designer

While in WONGDOODY I got opportunities to work for:

B2B Logistics (current project)

- Working on design system, visual design and maintaining the UI library
- Connecting with the client to understand the user needs, preferences and pain points
- Collaborating effectively with multi-level stake holders (developers, product owners, project managers and the design team) to define the goals and requirements and to ensure that the design aligns with technical requirements

B2B Agri-Chemical Industry (1.5 years)

- Led the project and spearheaded communication with team members to ensure seamless coordination
- Conducted in-depth research to understand the user needs, preferences and pain points
- Established design system and maintained the UI library
- Developed high-fidelity prototypes for client presentations
- Collaborated effectively with multi-level stake holders (developers, product owners, project managers and the design team) to define the goals and requirements and to ensure that the design aligns with technical requirements
- Conducted usability testing to identify usability issues and gather feedback from real users to enhance the user experience
- Conducted design review calls with the developers to address any discrepancies and ensure alignment with existing design

B2B Machinery Industry (3 months)

- Established design system which reflects the existing branding of the Industry
- Developed high fidelity prototypes for client presentations

- Collaborated effectively with multi-level stake holders (developers, product owners, project managers and the design team) to define the goals and requirements and to ensure that the design aligns with technical requirements
- Conducted usability testing to identify usability issues and gather feedback from real users to enhance the user experience

B2C E-commerce (1 month)

- The project was focused on creating a phygital platform experience for a hypermarket chain, who is restarting after pandemic
- Focused on- Engaging through immersive learning. gamification and hands-on mentorship.
- Worked collaboratively alongside other designers, starting from research. story boarding, ideations, prototyping
- Worked on the visual design for the app starting from mood boards to final designs

Other works & Recognitions

- Apart from project work, I led Data Visualisation Centre of Excellency within our unit, with support from the leadership creating a culture of learning and practice of Data Visualisation
- I also actively contributed in Business Development and worked on POCs
- Received awards and Recognitions for leading multiple tracks in my project and leading the Data Visualisation CoE
- Constantly improving and upskilling by taking design courses and learning tools

Education

2019 – 2021

Master in Design (Product Design) - School of Planning and Architecture, New Delhi (India)

2013 – 2018

Bachelor in Architecture - College of Architecture, Trivandrum (India)

Skills

Requirement gathering, User research, story boarding, information architecture, ideation, wire framing, interface or visual design, prototyping, usability testing

Tools: Adobe XD, Illustrator, Figma, Photoshop