

Swara Rowtu

UI/UX | Product Designer

CONTACT

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PORTFOLIO

swararowtu.com

SKILLS

UI/UX & Product Design
User Research
Usability Testing
Interaction Design
Systems Thinking
User Flows
Journey Mapping
Wireframes & Mockups
Prototyping

TOOLS

Figma
Protopie
Photoshop
Illustrator
After Effects
Touch Design
Cinema 4D
Spline
Hubspot
Shopify
Atlassian

EDUCATION

Master of Design

Monash University, Caulfield | 2022 – 2024

Bachelor of Arts

Pune University | 2016 – 2019

ABOUT

UI/UX & Product Designer focused on behaviour and interaction. I design clear, scalable systems by combining research, systems thinking, and clean UI. Comfortable working in fast-moving startup environments.

PROFESSIONAL EXPERIENCE

Customer Experience Supervisor

Bath & Body Works 2024 – Present

- Supervised daily store operations, team coordination, and customer issue resolution.
- Improved front-of-house workflows and visual organisation in high-traffic environments.
- Balanced service quality, speed, and team needs under operational constraints.

Junior Digital Designer

Symbl.ai – Hybrid | 2020 – 2021

- Sole designer across product, brand, and marketing in an early-stage startup.
- Designed UI flows, web layouts, and internal product assets supporting core features.
- Collaborated directly with founders on evolving product direction and priorities.
- Delivered across UX logic and visual execution with minimal oversight.

Business Operations Associate

Symbl.ai – Hybrid | 2019 – 2022

- Owned operations across HR, finance, compliance, and internal systems.
- Streamlined onboarding and internal workflows to reduce operational friction.
- Worked closely with product and R&D teams, building systems and feasibility awareness.