

Swara Rowtu

Product | UI/UX Designer

swararowtu@outlook.com

0411514190

swararowtu.com

ABOUT

Strategic product designer with a background in customer-facing environments and end-to-end UX execution, combining real-world behavioural insight with product thinking. I design with business clarity, user empathy and speed, especially in environments where ambiguity is high and initiative matters more than instruction. Currently working at Bath & Body Works, where I directly observe real-time user behaviour at scale, grounding my design approach beyond assumptions.

SELECTED PROJECTS

Monash Thrive – UX Case Study

Capstone Group Project | Monash University | 2024

- Designed web experience for student mental wellness support, focusing on emotional friction reduction and clarity of navigation.
- Conducted user research, prototyping and iterative testing, presenting decisions with product reasoning, not surface aesthetics
- Co-designed UI solution within Moodle, integrating new features.
- Contributed to branding, character design, and stakeholder presentations.

Way finding Kiosk Redesign – Highpoint Mall

Solo UX/UI Project | 2023

- Redesigned digital navigation kiosk to improve way finding clarity and accessibility for diverse mall visitors.
- Conducted user interviews, surveys and usability testing to identify decision friction and navigation failure points.
- Led full UX process, defining problem space, prototyping, testing and delivering final UI aligned to brand experience.

EDUCATION

Master of Design

Monash University, Caulfield | 2022 – 2024

Bachelor of Arts

Pune University | 2016 – 2019

PROFESSIONAL EXPERIENCE

Customer Experience Specialist

Bath & Body Works 2024 – Present

- Daily exposure to real customer psychology, observing intent, hesitation triggers and purchase behaviour patterns in real-time.
- Enhanced store conversions through language, experiential framing and UX-adjacent behaviour testing on live customers.
- Built emotional intelligence and resilience in high-pressure environments, directly transferable to user-centred product thinking.

Junior Product & Visual Designer (Start Up)

Symbl.ai – Hybrid | 2020 – 2021

- Operated as the sole designer across product, marketing and R&D, executing brand, UI, merch, and web experience design.
- Designed digital flows, site layouts, and internal product assets while supporting early product strategy conversations.
- Collaborated directly with founders, adapting quickly to shifting objectives and delivering without micromanagement.
- Built strong multidisciplinary execution muscle, switching confidently between UX logic and visual identity work.

Business Operations Associate

Symbl.ai – Hybrid | 2019 – 2022

- Supported company operations across compliance, tools, payroll, onboarding, and process optimisation reporting directly to leadership.
- Developed strong cross-functional communication instincts, informing how I design products with operational reality in mind.
- Managed execution under high responsibility, coordinating legal, finance, people and vendor processes autonomously.

SKILLS

Core: Product Design · UX Research · Interaction Design · Interface Design · Prototyping · Rapid Iteration

Strengths: Business awareness · User empathy · Strategy thinking · Stakeholder communication

Tools: Figma, Protopie, Touch Design, Cinema 4D, Spline, Adobe Creative Suite, Hubspot, Shopify, Salesforce, Atlassian.