

# Swara Rowtu

UI/UX Designer

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## SELECTED PROJECTS

### Monash Thrive – UX Case Study

Capstone Group Project | Monash University | 2024

Redesigned student wellbeing platform to improve discoverability and relevance for international students.

- **Led UX research:** stakeholder interviews, usability audits, student workshops
- **Co-designed UI solution within Moodle, integrating:**
  - Multilingual support
  - Personalised planner linked to student ID
  - Streamlined counselling bookings
  - Events and workshop sign-ups
  - A resource hub for podcasts, music, and articles
- **Created interactive planner prototype using Prototipe.**
- **Contributed to branding, character design, and stakeholder presentations.**

### Redesign UI – Reading App

Solo UX/UI Project | 2023

Redesigned my personal portfolio website to enhance user engagement and showcase design capabilities. Key contributions included:

- **User Research:** Conducted surveys and usability tests to identify navigation challenges and content gaps.
- **Information Architecture:** Reorganised site structure for intuitive navigation and improved content discoverability.
- **Visual Design:** Developed a cohesive design system with consistent typography, colour schemes, and interactive elements.
- **Performance Optimisation:** Implemented design choices that reduced page load times and enhanced accessibility.

## EDUCATION

### Master of Design

Monash University, Caulfield | 2022 – 2024

### Bachelor of Arts

Pune University | 2016 – 2019

## ABOUT

Versatile and collaborative UI/UX designer with a Master of Design from Monash University and hands-on experience in end-to-end product design. Skilled in user research, prototyping, and UI development, with a background in startup operations and stakeholder communication. Open to entry-level opportunities in UI/UX and product design.

## PROFESSIONAL EXPERIENCE

### Junior Designer (Part-Time)

SymbLai – Remote | 2020 – 2021

- Designed Twilio Flex demo UI for investor showcases.
- Conducted UX research on product documentation and suggested usability enhancements.
- Collaborated with product and marketing teams to align business goals with design solutions.
- Delivered design handoffs using Figma and Prototipe.

### Business Operations Associate

SymbLai – Remote | 2019 – 2022

- Managed tools, audits, and onboarding workflows to streamline startup operations.
- Led internal engagement initiatives and supported financial compliance processes.

## CORE SKILLS

**UX Design:** User Research, Journey Mapping, Usability Testing, Accessibility (WCAG), Information Architecture

**UI Design:** High-Fidelity Prototyping, Design Systems, Interaction Design, Visual Design

**Tools:** Figma, Prototipe, Adobe XD, Photoshop, Illustrator, After Effects, Hotjar, Google Analytics, Balsamiq

**Collaboration:** Cross-functional Teamwork, Stakeholder Communication, Developer Handoff