

# Swara Rowtu

Product | UI/UX Designer

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## ABOUT

Product and UI/UX designer focused on behaviour, interaction, and small frictions that impact adoption. I design for clarity and momentum by blending research, systems thinking, and clean, scalable UI. Experienced collaborating cross-functionally in fast-moving start-ups.

## PROFESSIONAL EXPERIENCE

### Customer Experience Specialist

Bath & Body Works 2024 – Present

- Managed daily operations, team scheduling, customer support, and conflict resolution.
- Optimised product displays, stocktake processes, and front-of-house workflows.
- Ensured smooth service delivery through organisation, prioritisation, and rapid issue resolution.

### Junior Product & Visual Designer (Start Up)

Symbal.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

Symbal.ai – Hybrid | 2019 – 2022

- Worked closely with the founding team in a fast-paced start-up, owning operations across finance, compliance, HR and internal logistics.
- Streamlined onboarding and internal workflows, improving efficiency and reducing administrative load.
- Partnered across product and R&D initiatives, shaping systems thinking and feasibility awareness.

## EDUCATION

### Master of Design

Monash University, Caulfield | 2022 – 2024

### Bachelor of Arts

Pune University | 2016 – 2019

## SELECTED PROJECTS

### Monash Thrive – UX Case Study

Capstone Group Project | Monash University

- Synthesised 60+ user insights into priority UX opportunities.
- Prototyped and tested flows centred on lowering cognitive load.
- Crafted UI modules, improved navigation, and shaped feature concepts with a product-first mindset.
- Contributed to branding, character design, and stakeholder presentations.

### Way finding Kiosk Redesign – Highpoint Mall

Solo UX/UI Project | 2023

- Led end-to-end UX/UI redesign to improve navigation success.
- Built and iterated prototypes focusing on accessibility, visual hierarchy and pathfinding clarity.
- Delivered final UI aligned to product and brand experience.

## SKILLS

- **Core:** Product Thinking · UX Research · Interaction Design · UI Design · User Flows · Prototyping · Rapid Iteration
- **Strengths:** Behaviour Insight · Story Driven Communication · Systems Awareness · Cross - Functional Collaboration
- **Tools:** Figma · Protopie · Touch Design · Cinema 4D · Spline · Adobe CC · Hubspot · Shopify · Atlassian