

Swaroop John

UX / Product Designer

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EXPERIENCE

Starbucks | UX Designer (Capstone)

Aug 2019 - Jun 2020 | Indianapolis, IN

- Led the design of the EcoStar App to empower store employees in 16000+ stores across the U.S and Canada to recycle effectively. The product is funded and will launch in Nov 2020
- Worked with the project manager, researchers, and engineer to conduct in-depth research and led the ideation, design, and usability testing
- Created affinity diagram, personas, flow model, storyboards, wireframes, and interaction design to identify user needs while considering business goals and technical constraints

GoGuardian | UX Design Intern

Jun 2019 - Aug 2019 | Los Angeles, CA

- Redesign the onboarding experience for new users to install GoGuardian's (ed-tech) softwares. Gained buy-in through product pitch to stakeholders and did all the research, design, and usability testing. Collaborated with the product manager, engineers, and support team lead for this project
- Led the design of the Galaxy: Design System with the design system manager, and I set rules for 10+ core components, which are integrated 5+ core products and improved productivity of 50+ employees

Indiana University | UX Research & Design

Aug 2019 - May 2020 | Indianapolis, IN

- Conducted in-depth research, ideated concepts and prototyped solutions for two projects funded by The National Science Foundation and Google
- a) Created an accessible prototype to help blind and visually impaired browse and type words without relying on digital screens
- b) Examined ways to improve parents communication during the hospitalization of their child with pediatric cancer at Riley Hospital

EnterPi | UI/UX Designer

Sep 2017 - Aug 2018 | India

- Designed a SaaS product for Walmart to plan their yearly sales and distribute marketing tools in 4000+ stores in the U.S
- Designed SafeDecision's e-commerce website and designed their web and mobile internal order management app to track inventory and sales

Crafting Genius | Lead Visual, UI/UX Designer

Nov 2015 - Jan 2017 | India

- Designed websites and branding materials for 5+ B2B and B2C organizations and worked closely with engineers and product manager

EDUCATION

M.S Human-Computer Interaction

Indiana University, Indianapolis

Aug 2018 - May 2020

UI/UX Design Certification

NYCD Academy, New York

Sep 2015 - Nov 2015

B.Sc Animation Design

Loyola Academy, India

June 2011 - April 2014

RECOGNITION & PUBLICATIONS

CHI 2020 Top 10 Finalist | Hawaii

Designed a game for seniors to improve their physical activity and social interaction.

Paper published in ACM CHI 2020:

<https://dl.acm.org/doi/10.1145/3334480.3381653>

IDEO MakeAthon 2019 | California

Participated in IDEO Co-Lab's MakeAthon with a team of 4 to design an AR solution to help small manufacturers collaborate with large businesses

SKILLS & TOOLS

Design Methods

Sketching
Illustration
Storyboarding
Prototyping
Wireframing
Visual Design
Motion Design
Interaction Design

Research Methods

Surveys
Contextual Inquiry
User Interviews
Affinity Diagram
Personas
User Research
A/B Testing
Journey Mapping
User Flow

Tools

Sketch App
Figma
Adobe Photoshop
Principle
Adobe Illustrator
Adobe After Effects
InVision
Miro
Balsamiq
Abstract
Atlassian JIRA
Atlassian Confluence
Framer

Evaluation Methods

Cognitive Walkthrough
Heuristic Evaluation
Usability Testing
SWOT Analysis