SWARUSHI VIKROL

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ABOUT ME

A cross-industry design professional striving for excellence in the areas of human-centric design, creative storytelling, and innovative problem solving

EXPERTISE

Design Thinking	Usability Testing
User Interface	Project-
User Research	Management
Wireframing	Motion Graphics
Prototyping	2D Animation
User Testing	Illustrations

TOOLS

Figma | XD | Illustrator | InDesign
Photoshop | After Effects

EDUCATION

National Institute of Design
Ahmedabad, India | 2013-2017
M.Des Animation Film Design

IES IPS Academy
Indore, India | 2009-2013
B.E. Electronics and Communication

ACCOLADES

• Winner - Adobe X IBM
  Creative Jam Competition
• IBM Performance Award 2022
• Ford Foundation Sponsorship:
  - Scarred: Film on ill effects of child abuse
• Short film Daddu:
  - Semi-finalist (2 Film Festivals)
  - Official selection (4 Film Festivals)

INTERESTS

Sketching | Reading | Yoga

WORK EXPERIENCE

IBM iX

Senior Design Consultant | May 2021 - Present

• Led the design of complex B2B enterprise applications adopted company-wide by users across industries. **Owned the complete UX process**, from wireframing to prototyping and UI design.
• Partnered with client, technical, and cross-functional teams (research, engineering, and product management) to **develop 100+ deliverables**, including wireframes, screen mock-ups, prototypes, user guides, and design systems. **Reduced development time by 25%** through technologically aligned designs.
• **Mentored junior designers** and delivered accessible and responsive designs for web and mobile applications (employee intranet, ERP reporting systems), improving overall design consistency, and **reducing design iteration cycles by 50%.**
• Led the product design initiative for solutions leveraging **GenAI** capabilities like test automation.
• Conducted **Design Thinking workshops** for clients across industries, enabling them to effectively use concepts to develop innovative solutions to address critical business challenges.
• Leveraged rapid prototyping for **creating a user-centric app**, involving analysis of user pain points, formulation of detailed user personas, and screen design. Applied **A/B testing** methodologies to validate and optimize design decisions.

GM Modular

Video Designer | March 2020 - May 2021

• Conceptualized videos for marketing & product owners, including feature-driven infomercials.
• Partner with digital media teams to develop a **social media video strategy** and produce innovative concept videos which improve views and boost engagement

Indian Institute of Digital Education

Associate Team Lead | Producer | Jan 2018 - Feb 2020

• **Led the 8 member video production team** which developed 7 e-learning modules to deliver a structured and comprehensive learning experience
• **Established efficient workflow processes**, budgeting, and complete resource management to ensure that the team delivered consistently on all performance metrics
• Supervised the complete production process including **ideation, research, course structure design, creative direction, and animation** of 40 videos with an average length of 7 mins
• Visual design consultant for development of the learning platform to incorporate **user-centric** and **intuitive design** capable of delivering a holistic learning experience

ESPN

Associate Producer & Designer - On Contract | Jan 2017 - April 2017

• Responsible for ideating, conceptualizing, designing and animating digital films on the ESPN Cricinfo platform
• Involved in storyboarding, set design, colour positioning for notable ESPN shows like – "Match Day", "Cricinfo Promo Awards", "Run-order", and Cricinfo TVCs

Rocket Science Animation

Design Intern | May 2015 - July 2015

CERTIFICATIONS

• IxDF - Service Design: How to Design Integrated Service Experiences
• IBM watsonX Essentials
• IBM Enterprise Design Thinking - Co-Creator Badge
• IBM Agile Explorer Badge
• IBM Accessibility Advocate Badge
• IBM Garage Foundation Badge
• IBM Design & User Experience Essentials
• IxDF - User Experience: The Beginner's Guide