Vanshika Swaika

EXPERIENCE

CENTRIC SOFTWARE • Seattle, WA
Senior UX Designer • February 2023 - Present
UX Designer • October 2021 - January 2023

- Led the design and feature conceptualization of the 3D and Sustainability verticals within the Product Lifecycle Management (PLM) software.
- Employed user research methodologies to uncover valuable insights into user behaviors, formulated hypotheses for solutions, and validated designs through user feedback.
- Created impactful mockups and prototypes, effectively conveying interaction and design concepts to stakeholders.
- Collaboratively implemented Google Analytics for the PLM software, enabling comprehensive tracking and analysis of user interactions and software performance.
- Partnered with PMs, engineers, and designers to oversee the user experience from conception until launch using Scrum methodologies.
- Participated in defining and championing a progressive design culture as well as mentoring growing designers.

LUCID SOFTWARE • Seattle, WA
UX Designer II & UX Product Lead • October 2020 - October 2021

- Communicated & designed solutions for user intents, motivations and needs after understanding customer problems through research within Agile/Scrum system.
- Owned the design process for features in the Lucidchart vertical and collaborated with UX product leads to build a collective design consciousness across Lucid products.
- Worked with lead project managers and engineers to plan product vision, strategy and roadmap, including identifying & prioritizing design efforts across scrum teams.
- Contributed to the design system, identified gaps and needs, and promoted proper use of the system through education and example.
- Supported engineers in translating and implementing designs.

INTERMILES • Mumbai, India
UX Designer • June 2018 - August 2019

- User gatekeeper throughout the discovery, design and development processes of the InterMiles website.
- Designed workflows, interactions, and paradigms to offer solutions to product-related design and usability challenges resulting in increased growth and customer engagement.
- Facilitated design workshops with product team & stakeholders.

BOOKMYSHOW • Mumbai, India
Product Designer • June 2016 - May 2018

- Designed customer-facing website and mobile app that led to increased payments and customer engagement.
- Worked closely with product teams to ideate & conceptualize new features.
- Created low and high fidelity prototypes to communicate user interactions.

CONTACT

vanshikaswaika@gmail.com
www.vanshikaswaika.com
+1 (206) 371 4836

EDUCATION

UNIVERSITY OF WASHINGTON
Masters in Human Computer Interaction + Design
August 2020

PARSONS SCHOOL OF DESIGN, NEW YORK
BFA with Honors in Communication Design
January 2016

NEW YORK UNIVERSITY
Summer 2014

SKILLS

Qualitative and Quantitative Research, Discovery Workshop Facilitation, Low and High Fidelity Prototyping, Agile Development

TOOLS

Figma, Maze, Sketch, Principal, Invision, Zeplin, Balsamiq, InDesign, Illustrator, Photoshop, Basic HTML + CSS + Javascript

TEACHING

INDIAN SCHOOL OF DESIGN & INNOVATION, MUMBAI
Visiting Faculty
June 2018 - May 2019
Typography & Interaction Design under the Communication Design program affiliated with Parsons School of Design, NY