

Shwetha Subramanian

UX Generalist

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SKILLS

Design
UX Design, UX Research, Content Strategy Development, User Centered Design, Interaction Design, Product Design, Motion Design, Contextual Inquiry, User Personas, Usability Testing, Prototyping, Design Strategy

Programming Languages
C,C++, C#, JAVA, SQL, HTML, CSS, JAVASCRIPT

Soft Skills
Communication, Empathy, Collaboration, Critical Thinking, Problem Solving

Software Tools
Figma, Unity 3D, Unreal Engine 5, Spark AR, Blender, Photoshop, Illustrator, Procreate
Jira, Trello, Notion, Miro, Microsoft 365, GSuite

EXTRA CURRICULAR

Clubs
RIT (2022-2023)
• VR/AR Club – VR Team Lead and Co-Founder
• UX Club – E-Board Member
• RIT SPEX
• RIT iSchool Student Ambassador

SRM (2019-2021)
• ACM SIGCHI – Chairperson (2020-2021)
• Previously served as Treasurer (2019-2020)
• ACM Women’s Chapter – Treasurer (2019-2020)
• Next Tech Lab (2019-2021)

Achievements
• CHI 2024 – Paper accepted under LBW
• Imagine RIT 2022 – Presented VR Project about Space Exploration and Education
• UX Studio 2022 – Design Team
• Facebook Spark AR Program 2020 – Shortlisted in top 250 teams across India
• India HCI 2019 – Presented Poster titled XR in Healthcare and Life Sciences
• Accenture Hackathon 2019 – Finished in Top 5

Languages
• English – Native/Bilingual Proficiency
• Hindi – Full Professional Proficiency
• Tamil – Limited Working Proficiency
• German – Limited Working Proficiency

PROFILE

Focused on improving user experiences for emerging and extant technologies

I am a UX Generalist whose expertise lies in UX design, research as well as front-end development. Currently, I am seeking opportunities to be challenged in aspects of user experience which include engineering, research and design. My main ambition is to make various aspects of technology both accessible and comfortable for all users.

EDUCATION

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| Rochester Institute of Technology (RIT) | MS – Human Computer Interaction 2021-2023 | CGPA: 3.8/4.0 |
| SRM Institute of Science and Technology | B.Tech – Computer Science Engineering 2017-2021 | CGPA: 3.4/4.0 |

EXPERIENCE

NetElixir
Design Team
Oct 2023 - Current
CauseVerse
Design Team
Aug 2023 - Mar 2024

Contractor – Designer
• Performed preliminary UX Research on upcoming products
• Designed and created Graphic and Media Content
UI/UX Strategist and Accessibility Lead
• Designed user interfaces for various virtual environments with the goal of enhancing ease of use
• Created engaging experiences and user-friendly interfaces for virtual reality projects, carefully balancing usability and encouraging a high level of engagement in VR settings
• Improved and established design systems for maintaining consistency, efficiency and scalability of projects

Rochester Institute of Technology
HCI Department
Jan 2022 - May 2023
NCSOFT
May 2020 - July 2020

Graduate Research Assistant
Worked on projects that explored accessible UI and adaptive user interfaces for virtual and mixed reality respectively via the Meta Quest 2
Design Intern
Evaluated existing solutions and recommended a comprehensive redesign of their official website to enhance user experience and conform to contemporary design standards
Intern
Proposed refined methods of approach and usability of an image segmentation tool aiming to optimize its user experience

Philips Innovation Campus
June 2019

PROJECTS

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| VR Accessibility | Investigated the extent of accessibility that exists for Virtual Reality by conducting an audit on experiences for the Meta Quest 2 and interviews with VR developers, designers and researchers. The main contribution includes recommendations to improve VR accessibility. Paper was accepted for ACM’s CHI Conference 2024 |
| Adaptive UIs for Surface Interactions in MR | Explored haptic feedback for mixed reality experiences in a household setting by testing out various surfaces (wood, marble, carpet, etc). The key contributions included identifying the pain points and benefits of interacting with surfaces with touch based gestures |
| Ed-AR | Transformed traditional educational experiences in the field of Human Computer Interaction by exploring courses in Augmented Reality. This project aimed to recreate and propose course content that could be learned via an AR application |
| DiBella’s Usability Testing | Helped in enhancing the user experience of the new Dibella’s Subs website by performing an in-depth Usability Testing that consisted of heuristic evaluation as well as user testing. Provided insights as well as potential design changes to aid in engagement as well as reduce customer pain points |