

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#, 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

Communities and Clubs
Dora - Ambassador (2023- Current)
VR Art Live - Editor (2022-2023)
Tech for Good - Champion (2020-2021)

RIT and SRM (2019-2023)

- VR/AR Club - VR Team Lead and Co-Founder
- UX Club - E-Board Member
- RIT iSchool Student Ambassador
- SRM ACM SIGCHI - Chairperson (2020-2021)
 - Previously served as Treasurer (2019-2020)
- SRM ACM Women's Chapter - Treasurer (2019-2020)

Achievements

- Aimset Hackathon S2 2024 - 3rd Place
- CHI 2024 - Paper accepted under LBW
- Imagine RIT 2022 - Presented VR Project about Space Exploration and Education
- 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

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 aspects of development. Currently, I am seeking opportunities to be challenged in aspects of user experience which mainly include design and research. My main ambition is to make various aspects of technology both accessible and comfortable for all users.

WORK EXPERIENCE

NetElixir
Design Team
Oct 2023 - July 2024

CauseVerse
Design Team
Aug 2023 - Mar 2024

Rochester Institute of Technology
HCI Department
Jan 2022 - May 2023

Contractor - Designer

- Performed preliminary UX Research on upcoming products
- Designed and created digital assets and graphic media content

UI/UX Strategist and Accessibility Lead

- Created engaging experiences and user-friendly interfaces for virtual reality projects and websites, 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

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

PRO-BONO EXPERIENCE

Tech Fleet
June 2024 - Current

Develop for Good
May 2024 - Current

Iterate UX
April 2024 - Current

World Wide Women Group
April 2024 - Current

Project Coordinator
Coordinating and managing active Tech Fleet projects, assisting with project management and recruitment of team members
Design Manager
Managing a team of designers and spearheading the design work for the Joy Education Foundation AI Chatbot
Visual Designer
Designing digital assets, web-pages and other graphic media to improve brand identity and customer engagement.
Visual Brand Designer
Re-branding the organization's logo & business card, visual brand guide and redesigning their website

EDUCATION

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

RECENT PROJECTS

Interview Mockup
Iterate UX
Design

Designed web-pages for the upcoming Interview Mock-up program launched by IterateUX. Focused on building not only user friendly designs but also illustrations and other graphic media for the program.

AdoptSpot
Research and Design

Explored the pain points and major issues of the user experience of pet adoption sites in the United States and proposed a re-design backed up by research. This was a month long hackathon hosted by Aimset where we secured 3rd place.

VR Accessibility
Research

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.

Ed-AR
Research and Design

Transformed traditional educational experiences in the field of Human Computer Interaction by exploring courses in Augmented Reality.