

# SWATI ANIL RAUT

**Portfolio:** [swatiraut.com](https://swatiraut.com) | **Location:** Birmingham (flexible) | **Availability:** Immediate

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## PROFESSIONAL BACKGROUND

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Bringing 9 years of experience in User Experience (UX) design and graphic design, particularly within the cybersecurity, healthcare, Artificial Intelligence (AI), and e-commerce sectors. Skilled in transforming user needs into visually captivating solutions, prioritizing accessibility and usability testing to deliver impactful experiences that enrich users' lives.

## WORK EXPERIENCE

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### User Experience Designer

Quick Heal Technologies Ltd

May 2021 – February 2023

- Independently implemented the end-to-end design thinking process, which boosted user satisfaction by 25%.
- Conducted user research and addressed usability issues to drive a 30% increase in user engagement.
- Implemented WCAG 2.1 standards at levels AA, AAA, enhancing accessibility for 85% of users with disabilities.
- Achieved a 25% boost in brand consistency by the implementation of design system.
- Performed UX audits which led to a 20% drop in user problems.
- Directed UI developers towards a 95% pixel-perfect output for interface design.
- Collaborated with stakeholders through rapid prototyping of varied ideas, resulting in 25% higher feature adoption rates.

### User Experience Designer

GIBots

May 2020 – May 2021

- Achieved a 15% rise in the average website session length.
- Earned a 25% increase in online inquiries by launching the reshaped application.
- Executed remote A/B testing, resulting in a 30% reduction in major usability concerns.
- Created infographics that led to a 20% decrease in support queries, improving feature understanding.

### Graphic User Interface Designer

Ptronics Power

June 2017 – February 2020

- Developed user-centered product purchase experience that elevated online sales by 30%.
- Restructured the company website, increasing traffic by 25%.
- Produced effective marketing collateral that encouraged a 20% rise in lead generation.

### Graphic Designer

Healyos

January 2016 – January 2017

- Led the end-to-end creation of an appointment booking flow, reducing booking time by 20%.
- Shaped creatives that increased in click-through rates by 30%.
- Crafted impactful visuals for fitness events, enhancing engagement by 40% through consistent branding.

## Junior Graphic Designer

The Doodle Factory

April 2015 – January 2016

- Played a role in achieving a 15% boost in sales through improved visual designs.
- Managed on establishing visual consistency that yielded a 25% improvement in brand recall.

## SKILLS

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**Discover:** User Research & interviews | Competitor research | Business needs analysis | Requirements gathering | Affinity mapping

**Define:** Personas | Journey maps | User flows | Information architecture | Card sorting

**Ideate:** Brainstorming | Sketches

**Prototype:** Wireframes | UI & Design system | Style guides | Rapid prototyping

**Test:** Usability testing | Interviews | Survey forms | Cognitive walkthrough | A/B & multivariate testing | Heuristic evaluation | Data analysis | Hypotheses testing

## TOOLS

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**Design:** Figma | Adobe Creative Suite | Invision | Protopie | Sketch

**Collaboration:** FigJam | Miro | Microsoft 365 | Jira | Confluence | Agile

**Research:** IBM SPSS statistics | Padlet

## EDUCATION

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**MSc User Experience Design:** Birmingham City University, United Kingdom.

January 2023 – January 2024

**Bachelor of Fine Arts in Applied Arts:** Bharati Vidyapeeth College of Fine Arts, India.

March 2010 – March 2014

## ACHIEVEMENTS

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- Designed Quick Heal web browser logo.
- Featured series of illustrations in Creative Gaga magazine.

## VOLUNTEERING

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- Course Representative and Assessor: Birmingham City University.
- Historical Postcard Sorting Volunteer: Museum Collection Center, Birmingham Museums Trust.

## PERSONAL DETAILS

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Address: 20 Perry Park Crescent, Birmingham, B42 2LS, United Kingdom.