

SWARALI DALAL

PRODUCT DESIGNER ✦ UX/UI

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ABOUT ME

Dedicated and versatile product designer with 7+ years of UI/UX and 12+ years of overall design experience in product and service industry. I have helped businesses overcome challenges and achieve growth. My confidence lies in creating minimal, remarkable and functional interfaces driven by research. I value accessibility and simplicity to solve everyday human problems through design.

WORK EXPERIENCE

UX/UI DESIGNER Neveveralone, London Nov 2022 - Nov 2023

Led the product design conceptualisation for Neveveralone's native app with a full UX research, visual design to building a brand identity. Established a design system that displayed design consistency for all 4 user profiles and saved development time.

UX/UI DESIGNER Catch Digital, London Jun 2022 - Sept 2022

Owned the TTech auto website's design system and visual designs, ensuring they met accessibility guidelines. Collaborated with cross-functional teams to implement the designs on the Drupal CMS platform.

Clients: TTech Auto

DESIGN CONSULTANT Freelance, Los Angeles/London Since Nov 2018

Spearheaded end-to-end design ownership for B2B/B2C websites and apps by skillfully integrating agile and design thinking principles into my design process. Implemented design systems for prototype mock-ups and worked with PM's, engineers and stakeholders to execute designs and formulate strategies. Demonstrated expertise in creating captivating brand identities and marketing materials that help to boost brand presence.

Domains: Non-Profit, Wellness & Healthcare, Fitness & recreation, Analytics, Services, Realty

VISUAL DESIGN LEAD Hexaware Technologies, Mumbai Jul 2017 - Oct 2018

Provided insight-driven UI experiences for various industries ensuring that design is aligned with the business requirements. Worked closely with UI developers, provided style guides for pixel perfect experience and gained basic HTML, CSS and Bootstrap knowledge.

Clients: Crisil, Sai Global, Toyota Financial Services, Japan Airlines

SENIOR DIGITAL DESIGNER Grass Roots Group, Mumbai Jan 2016 - Jun 2017

Delivered visual concepts and digital look for loyalty/reward programs within a crunched timeline. Managed a small team and collaborated with technology team to execute the designs.

Clients: Gulf Oil, Godrej, Prestige Constructions, Schneider, Mantri, Titan, Mahindra, SBI Cards

SENIOR GRAPHIC DESIGNER Vistaprint (Cimpress), Mumbai Oct 2013 - Jan 2016

Performed lead role in designing and conceptualising creative promotional e-mailers, resulting in 35% increase in the retention channel. Strategised content plan with research and analytics; designed new designs, raising the content level with a healthy mix of ideation and designing.

ART DIRECTOR Bulboverhead, Mumbai May 2013 - Oct 2013

Helped build a visual strategy and creative advertisements for brands across print media.

Clients: Merck, Thakur Realty, Tart Cake Shop, Vongong Restaurant

JUNIOR ART DIRECTOR Adsync, Mumbai Feb 2010 - May 2013

Performed key role in the designing of ad campaigns, logos, packaging and promotional collaterals with an involvement in production of print products. Interacted with client servicing team to deliver best to corporate, automobile and banking clients.

Clients: Adani - Mundra Port, Tata Motors & dealers, Bank of India, Maharashtra Tourism, Corporation Bank, Nissan Motors, Travelpax Holidays, Stryker India

AT A GLANCE

- Experience creating design systems
- Excellent colour, typography skills
- Adaptable and lifelong student
- Easy to get along and reliable
- Love sketching doodles & zentangles

SKILLS

Design systems
Visual designs and prototyping
Wireframing
UX research
Usability testing
Personas and experience maps
User flows
Information architecture
Logo design and brand identity

TOOLS

Figma & FigJam
Framer
Adobe creative suite
Jira
Microsoft office

EDUCATION

EXPERIENCE HAUS, LONDON

Product Design | 2023

THE INTERACTION DESIGN FOUNDATION

User Experience | 2019 - 2020

L. S. RAHEJA SCHOOL OF ART, MUMBAI

Applied Art | 2004 - 2009

OTHER PROJECTS

UX/UI DESIGNER The Naked Nose, London

Jul 2023 - Oct 2023

Designed an immersive website experience allowing scent lovers to book workshops, shop and have hassle-free communications.

UX/UI DESIGNER Action Aid, London

Oct 2023

Created hi-fi prototype to bring "Women in Action" initiative to life by creating accessible and engaging user experience.

UX/UI DESIGNER Empact Chicago, Chicago

Nov 2023

Demonstrated expertise in redesigning Empact website, defining design system and improving overall interface making the website friendlier and intuitive for patients.