



# SHWETHA KIRAN S A

SENIOR USER EXPERIENCE DESIGNER

## CONTACT

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## PORTFOLIO & PROFILE

<https://www.shwango-unchained.com/>

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## COURSES COMPLETED

GenAI Workshop for designers (2024)

Certified Scrum Master (CSM) (2022)

User Experience Design Circuit from  
General Assembly

2 Day UI Kickstarter Workshop by Growth  
School

Leading and Motivating People with  
Different Personalities from LinkedIn  
Learning

LinkedIn UX Foundations: Storytelling from  
LinkedIn Learning

US Visa Status- B1/B2 valid up to 31  
January 2028

## AWARDS AND RECOGNITIONS

**You Rock!**- for being action driven, for my quick turn-around time in the project that involved several country sites.

**Global Marketing Star**- Recognized as the Global Marketing Star 4 times during my tenure at Iron Mountain.

## SUMMARY

- 10+ years of experience working as a User Experience Designer at Tata Consultancy Services and Iron Mountain.  
**Tata Consultancy Services:** Oct 2022- Present  
**Iron Mountain:** May 2014- Oct 2022
- Worked on several banking, insurance and financial services(BFSI) based UX projects at TCS.
- Facilitated Design Thinking workshops.
- Led pre-sales initiatives, delivering impactful POCs and RFPs that secured multiple high-value projects for the team.  
**POCs:** Successfully created and presented POCs for multiple clients, demonstrating tailored UX solutions to secure new business.  
**RFPs:** Developed and contributed to RFPs in collaboration with sales teams, showcasing design solutions and increasing proposal success rates.
- Experience in Agile Methodology; Facilitated Scrum ceremonies.
- Good knowledge of Sitecore CMS and experience in customization of Sitecore components keeping responsiveness in mind.
- **IMCOM-** Worked closely with stakeholders in optimizing 50+ country sites. Built several pages on Sitecore and was involved in site migration. Supported global marketing initiatives and was one of the key liaisons between IT and web department. Instrumental in creating wireframes for redesigning new website at Iron Mountain. Played a key role in mobile optimization.
- **Leading teams-** Leading a UX team at TCS, driving design excellence and delivering user-centered solutions across diverse projects. Led APAC region from the Digital Marketing side at IRM. Worked as an individual contributor as well.
- **Google Analytics-** Used Google Analytics at IRM to quantify my observations on the performance of the pages.

## SKILLS INVENTORY

- **User Experience Design:** UCD, Heuristic Review, Persona Creation, User Research, Information Architecture, Wireframing, Interaction Design, A/B Testing, Card Sort, User Testing, Usability Engineering, Usability testing, Branding, Design Thinking Workshops
- **Design Tools:** Figma, Sketch, Axure RP, Proto.io, Invision, Adobe Photoshop CS6, Adobe Illustrator, Adobe XD, Krita, Miro
- **Content Management System:** Sitecore
- Agile best practices, Agile frameworks- SCRUM, JIRA, User Stories
- **Additional Tools:** Google Analytics

## PROJECT DETAILS

### 1. Project at TCS: US based insurance company

**Description** - Worked directly with the CIO of the organisation. Revamped the customer journey of the 'Rating and Policy Management' application. Enhanced user experience across our insurance services for seamless navigation, intuitive interactions, and personalized support.

### 2. Project at TCS: UK based pension and investment company

**Description** - The marketing division of a UK based pension and investment company wanted to rebrand their product suite across the organisation. I single-handedly collaborated with the stakeholders and ensured that the new templates that are created have the latest branding across the product suite.

In another project for the same organisation, I was involved in a video communications project. I created artefacts in Adobe Creative Cloud which were used in the creation of videos which were in turn sent to the customers.

### 3. Project at TCS: Canadian multi-national financial services company

**Description** - The main task here was to re-imagine and re-invent the regulatory reporting system of the Canadian multi-national financial services company.

I was involved in user research, synthesising the research and prototyping the application.

### 4. Project at TCS: German financial services company

**Description** - This German financial services company had 3 applications that had to comply to European Standards of Ergonomics(ISO 9241, part 110). I was involved in collaborating with the major stakeholders and conducting UX assessment of the applications. I provided numerous findings, violations and recommendations which would in turn improve the user experience drastically and help the organisation adhere by the European standards.

### 5. Project at TCS: NA based Insurance, Annuity and Benefits provider

**Description** - Worked on several engagements:

1. Created a POC for mobile application for their insurance portal. I was involved in creating personas, user flows, IA and prototyping.
2. Worked on revamping the UX/UI of contact centre application. I was involved in creating IA, user flows, wire framing and prototyping.
3. Was involved in the redesign of a self-service portal. Key activities are persona creation, user flows, information architecture, creating low and high fidelity wireframes.
4. Worked on revamping the admin portal. I was involved in persona creation, user flows, information architecture, creating low and high fidelity wireframes.

### 6. Project at Iron Mountain– IMCOM

**Description** - Building and nurturing Iron Mountain websites across 56 countries in almost 30 languages. I worked with marketing teams, commercial clusters and other stakeholders to ensure the sites have customer- focused content. I am the key liaison between digital and development team to fix various issues and production support within the site and that includes accessibility as well. I work on day-to-day operations in Sitecore CMS. Worked

closely with managers to administer all Agile/Scrum processes like sprint planning, daily scrums, sprint reviews and sprint retrospectives.

I collaborated with the SEO team to improve page-loading speed on mobile and with technical SEO.

Being passionate about User Experience design, I was involved in the redesign of the website right from user interviews to usability testing. I am continuously improving different sections of desktop and mobile site to improve the UX. Used Google Analytics to build cases to support design decisions. Also, actively participated in conducting design thinking workshops.

Lead the APAC region from Digital marketing side. I was the key person to provide expertise to all the team members in challenges faced by them in day-to-day activities. Was involved in project management, team management activities and onboarding new members.

## CONFERENCES AND MEET UPS

- Presented on **Color Theory** to the entire organization in India in 2020
- **Design Up 2017 & 2019**- 2-day conference, which included a variety of UX design related workshops.
- **Metarefresh 2016**- This is a conference on user experience for the web.
- **Ladies that UX presents: Design for Big and Small**- This is a meet-up for ladies that are in the field of UI/UX design or development.
- Business communication & time management trainings attended in-house.

## EDUCATION

- **M.Tech** (Computer Science & Engineering), 2012 - Manipal Institute of Technology, Manipal University
- **B.E** (Computer Science & Engineering), 2009 - NMAMIT, Nitte, Visweshwaraiah Technological University,

## ADDITIONAL INFORMATION

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|------------------------|--|
| <b>Languages Known</b> | English, Hindi, Kannada and Tulu (Regional)  |
| <b>Hobbies</b>         | Sketching, Creative Writing , Reading, Badminton,  |
| <b>Address</b>         | 'Skanda Homes', #15, House no C1, 3rd floor, 1st main,<br>Satya Sai Layout, Whitefield, Bangalore - 560066 |

## DECLARATION

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place: Bangalore

SHWETHA KIRAN S A