



SWATHIS SRINIVASAMURTHY

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I am a highly motivated UX/UI/Product designer with over 10 years of experience and a demonstrated history of working with industry leaders. I am a self-taught designer, constantly seeking new knowledge and techniques to enhance my expertise. With a strong understanding of design principles, I have successfully crafted user-centred solutions throughout my career. I am excited to leverage my skills, creativity & commitment to excellence in order to make a meaningful impact on the success of your organisation.

WORK EXPERIENCE

DEC 2022 → PRESENT

SENIOR UX/UI DESIGNER • HI MUM! SAID DAD, LONDON

Collaborating on diverse product portfolios and project proposals. This entails close client engagement, conducting workshops, and delivering comprehensive user flows, high-quality mockups, and interactive prototypes. Working closely with strategists to ensure that products are research-driven, validated through user testing, and aligned with overarching business objectives.

JUN 2022 → OCT 2022

SENIOR PRODUCT DESIGNER • ITECH MEDIA, LONDON

Defining design priorities and leading the product design process. Established a robust design system. Collaborating with the product team and delivering innovative design solutions to enhance user engagement rate and increase click-out ratios. Testing and analysing design changes, sharing valuable insights with fellow designers to foster inspiration.

MAR 2019 → JUN 2022

UX/UI DESIGNER • BBC, LONDON

Breaking silos and setting up a design system & visual identity framework for hundreds of internal tools. Being an accessibility champion. Conducting training and workshops. Leading challenging high profile projects like UGC Moderation and Identity tool.

SKILLS

- Design system
- Visual design
- Micro interaction
- User research
- Landscape analysis
- Heuristic evaluation
- Colour theory
- Accessibility
- Iconography
- User flows
- Wireframing
- Prototyping
- Storyboard
- Figma
- Sketch
- Miro
- Photoshop
- Illustrator
- After effects
- Zeplin
- Invision
- HTML & CSS
- Javascript
- 3D Modelling



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PAST WORK EXPERIENCE

MAR 2017 → MAR 2019

SENIOR VISUAL UI DESIGNER • PINNACLE, LONDON

I successfully led design initiatives across various domains, including sports betting, casino, and betting resources. One notable project that stood out was Arcadia, where I took full ownership. After setting up a design system, I meticulously redesigned the user interface for all associated products, ensuring a seamless and visually appealing experience for users across desktop and mobile platforms.

AUG 2014 → MAR 2017

DESIGNER • PINNACLE, LONDON

I took a leadership role in creating impactful designs across a diverse range of products and sports campaigns. I was responsible for designing compelling marketing materials that captured the attention of the target audience and drove engagement. Through my expertise in graphic design, I consistently delivered visually captivating and cohesive designs that aligned with strategic goals and enhanced the overall brand experience.

APR 2012 → AUG 2014

DESIGN ASSISTANT • PINNACLE, LONDON

I designed visually compelling marketing materials that effectively communicated key messages and supported campaign objectives, both in print and digital formats, while assisting the Design Manager in the management of sports campaigns.

EDUCATION

2010 → 2011 MLITT IN MARKETING • THE UNIVERSITY OF ST ANDREWS, SCOTLAND

2007 → 2008 DIPLOMA IN WEB ENGINEERING • OPAL MULTIMEDIA, INDIA

2006 → 2009 BCOM (COMPUTER APPLICATIONS) • GRD COLLEGE, INDIA

2006 → 2009 DIPLOMA IN INTERNATIONAL TRADE & FOREIGN EXCHANGE • GRD COLLEGE, INDIA

INTERESTS

