Shwetank Jain

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About Me

I am Shwetank Jain, a curious designer and storyteller dedicated to creating win-win scenarios through process-driven designs. With a blend of creativity, strategic thinking, and technical expertise, I thrive in collaborative environments where innovation and excellence are celebrated. Currently seeking full-time opportunities to leverage my skills and expertise in senior product designer roles.

Education

MS Human Computer Interaction | University of Maryland, College Park, MD, USA | Aug 2021 - 2023
B.Tech Electrical & Electronics Engineering | VIT University, Vellore, TN, India | Jul 2013 - May 2017

Work Experience

UX/UI Designer | Aug 2022 - Present

Center for Advanced Transportation Technology Lab @ UMD

Product owner for a SaaS tool in company's product suite (RITIS: Regional Integrated Transportation Information System) for real-time transportation information and analytics worldwide. Customers include **39 state DOT's** and decision makers for improving the transportation and logistics across US & some other countries.

- Forged an aesthetic, modern, and cohesive **design language** by keeping in mind usability, behavioral patterns and real time analytics to help decision makers identify/predict bottlenecks in traffic patterns across all modes of transportation.

- Collaborated with PM's, designers, QA, developers to create **50+ shipped designs**. Also, **established hand-off and collaboration processes** internally.

- Drove integration of **global flight & maritime** data to onboard more users for the tool.

- Oversaw **weekly testing** for insights, concept validation, interaction model solutions and usability problems.

Product Designer | Aug 2022 - May 2023

Ssong's Hotdog @ UMD iConsultancy Capstone Project

Design lead for a team of 4 to create a web-based scan to order system to tackle the issue of **long queues in food courts** in the malls.

- Designed & prototyped **1 out of 3 short games & Item customization flow** as a part of gamifying the process with a goal to improve the customer satisfaction during the 10 min wait time.

- Implemented various UX Research methods to test the new system which resulted in **84% of customers** preferring the system over all the other ordering systems in malls.

- Played a key role in developing a **design system, style guide, and research documentation, streamlining the hand-off to clients**, and ensuring efficient development processes.

UX/UI Design Summer Intern | Jun 2022 - Aug 2022

Digital Acceleration Group @ ChristianaCare Hospitals

UX designer & researcher in a team of 2 to create a **Virtual Reality (VR) meditation application** (Awaysis) on a HP Reverb G2 headset that tracks **biophysical data** (cognitive load, heart rate, and respiratory rate). The proposed users were medical practitioners in high stress environments (ICU & emergency rooms) & chemotherapy patients.

- Created **3D models** in unity & used human-centered design techniques to enable a state of **deep meditation (low cognitive load)** by focusing on 5/6 physical senses.

- Conducted a **3-week internal study** to analyze the effectiveness of the application which resulted in significant results after multiple uses.

- Demonstrated the application to **30+ medical practitioners & caregivers** at hospital who gave positive feedback.

Work Experience (continued)

Lead User Experience Designer | Jan 2021 - Aug 2021

SwitchOn Foundation

Sole designer for an International Non-Profit organization focused on environment conservation. Worked with product manager, developers, and different stakeholders to bring a product vision come to life by using various UX methods. The user-base for the platform were school students & adults in the early 20's.

- Used UX principles to create **Brand Identity & Strategy for an e-learning platform** like using Hooked model to maximize user onboarding, engagement, and retention on the platform.

- Created wireframes and UI designs after Performed competitor analysis to identify pain points & best practices and used the insights to create **wireframes, UI designs, and guidelines to upscale** the platform in future.

UX/UI Designer | Jul 2019 - May 2020

Social Donut Co

Sole UX/UI designer at a design agency to provide various services like rebranding, CMS websites, app designs, design critiques, and design proposals to onboard new clients (SaaS product and fintech).

- Developed the **design language, branding, landing page website, and android app design** for a fintech company.

- Built **wireframes, high-fidelity mockups, and prototypes** for a fortune 500 cloud-based SaaS product company. The new designs led to quantifiable increase in ROI as **leads & conversion rates improved by 20-30%**.

- Worked in tandem with project managers to create WordPress websites for different clients.

Assistant Systems Engineer | Oct 2017 - May 2019

Tata Consultancy Services (TCS)

Java developer in a team of 8 to create new functionalities for security transfers (Cash) across different markets for various banks. The users for the tool included global banking institutions: DBS, BNP, JP Morgan, etc.

- Received **Star Team Award** for shipping multiple error free sprint deliverables

- Focused on the efficiency of the tool to **reduce processing time by 15%**.

- Received **3 Team appreciation** and **1 Leadership appreciation** and mentored 2 members of the team.

- **President**, The Arts Club. Organized multiple origami workshops at an orphanage for kids with HIV.

Co-curricular's & Certifications

ShiftNudge Design Course (2024)
Student Rep (HCIM Committee, UMD): Highlighted student needs & voted on program development policies.
CITI Program Certification (2021), Social and Behavioural Research Program
2 Google Certificates: Foundation of UX Design, Start the UX Design Process: Empathise, Design, & Ideate.

Skills

Design: Wireframing, User flows, Prototyping, Visual Design, Interaction Design, User Research, Contextual Inquiry, User Interviews, Human Centred Design, 3D Modelling, Usability Testing.

Technologies: Figma, Wordpress, Adobe Creative Suite, HTML, CSS, JS, Java, MYSQL, Jira, Github, Google Analytics, Unity, Blender, Fusion 360.