

Shwetank Jain

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Summary

Strategic Senior Product Designer with 6+ years of experience crafting scalable, user-centric solutions for web, mobile, and large screens. Skilled in leading cross-functional teams, implementing design systems, and delivering innovative interfaces. Adept at human-centered design to solve complex problems in healthcare, transportation, and SaaS, aligning business goals with user needs.

Work Experience

- Product Designer** | Aug 2022 - Present
Center for Advanced Transportation Technology Lab @ UMD
 - Engineered scalable design systems and spearheaded the transition from Adobe Illustrator to Figma, optimizing workflows and fostering collaboration within a three-person design team.
 - Conceptualized and delivered data-driven designs for over 25 tools in a SaaS product suite, enabling real-time analytics and decision-making for 39+ state DOTs and international organizations.
 - Designed and refined large-screen dashboards for transportation monitoring, integrating complex analytics for aviation, maritime, and ground transportation sectors.
 - Executed usability testing and synthesized feedback into actionable improvements, significantly enhancing user engagement and decision-making efficiency.
 - Collaborated cross-functionally with engineers, PMs, and marketing teams to define project scopes, deliver high-impact pitches, and drive user adoption.
 - Championed iterative design, leading redesigns and introducing new features aligned with evolving user needs and business goals.
- Product Designer** | Aug 2022 - May 2023
Ssong's Hotdog @ UMD iConsultancy Capstone Project
 - Designed and prototyped a gamified "scan-to-order" system, reducing wait times and improving customer satisfaction by 84%.
 - Created 1 of 3 gamified experiences, which received the most positive feedback during user testing in mall environments.
 - Mentored teammates by sharing industry experience, enabling them to create a detailed and impactful case study that exceeded program standards.
 - Developed a design system and usability framework, ensuring scalability and ease of implementation for future expansions.
- Lead User Experience Designer** | Jan 2021 - Aug 2021
SwitchOn Foundation
 - Spearheaded the design of an e-learning platform focused on environmental conservation, catering to students and young adults.
 - Applied the Hooked Model to gamify the interface, improving user retention and fostering curiosity in students to engage and earn rewards for learning milestones.
 - Conducted user research and competitor analysis, translating insights into actionable design strategies for improved onboarding and engagement.
 - Collaborated with developers and stakeholders to align the product vision with user needs, ensuring a cohesive user experience.
- Director – Digital Strategy & Operations** | Jan 2021 - Present
Best Western Kasauli Hotel (Family-Owned)
 - Oversaw all digital operations, including marketing, photography, and content creation, driving guest engagement and revenue growth for the family-owned hotel in Kasauli, India, operated in partnership with Best Western.
 - Leveraged design expertise to select and guide vendors, ensuring campaigns and materials aligned with brand standards and business objectives.
 - Contributed to interior design, applying design principles to create cohesive and inviting guest experiences during the hotel's construction phase.

Work Experience (continued)

- **UX/UI Design Summer Intern** | Jun 2022 - Aug 2022
Digital Acceleration Group @ ChristianaCare Hospitals
 - Developed and tested a VR meditation app for high-stress medical environments, integrating multi-sensory engagement to reduce user stress levels.
 - Conducted usability testing with 30+ practitioners, iterating on feedback to achieve measurable improvements in cognitive relaxation outcomes.
 - Designed immersive experiences focusing on human-centered design principles and biophysical data tracking.
- **UX/UI Designer** | Jul 2019 - May 2020
Social Donut Co
 - Designed and delivered branding, websites, and app interfaces for clients in SaaS, fintech, and healthcare industries.
 - Increased client conversion rates by 20-30% through optimized user journeys and high-fidelity designs.
 - Collaborated with project managers to develop and launch polished WordPress websites and app designs under tight deadlines.
 - Implemented user feedback loops, ensuring solutions met client needs and industry best practices.
- **Assistant Systems Engineer** | Oct 2017 - May 2019
Tata Consultancy Services (TCS)
 - Developed and optimized security transfer tools for global banking institutions, reducing processing time by 15%.
 - Mentored junior team members and delivered multiple error-free sprint releases, earning recognition through team awards.
 - Coordinated cross-functional efforts, ensuring seamless integration of new features across markets.

Education

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

Skills

- **Design:** Wireframing, Prototyping, Interaction Design, Visual Design, Usability Testing, User Research, User flows, Contextual Inquiry, Human Centred Design, 3D Modelling, User Interviews, Data-Driven Designs, Design Systems, Big Screen Interfaces, Cross Platform Design.
- **Technologies:** Figma, Wordpress, Adobe Creative Suite, HTML, CSS, JS, Java, MYSQL, Jira, Github, Google Analytics, Unity, Blender, Fusion 360.

Co-curricular's & Certifications

- IDEO U: Storytelling for influence (2025):** Enhancing design storytelling & stakeholder engagement.
- ShiftNudge Design Course (2024):** Advanced design principles and interface design best practices.
- 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.