Shwetank Jain

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Maryland, USA

Senior Product Designer | Operational Intelligence, Enterprise Systems & Workflow Design

Summary

Senior Product Designer with 6+ years designing operational intelligence platforms, analytics tools, and enterprise workflows for expert and operational users. Known for untangling overloaded legacy systems, building reusable design foundations, and shipping feasible solutions across cross-functional teams. Background spans systems engineering at a global enterprise, an MS in Human-Computer Interaction from the University of Maryland, and direct business leadership, grounding work in technical reality, organizational context, and measurable user outcomes.

Work Experience

Product Designer

College Park, MD, USA | Aug 2022 - Present

Center for Advanced Transportation Technology Lab (CATT Lab), University of Maryland

Context: RITIS and the Probe Data Analytics Suite are national-scale transportation intelligence platforms used by planners, law enforcement, operations agencies, and freight companies across 40 state DOT partners. The ecosystem converts billions of daily data points into real-time situational awareness, historical performance analysis, and federal compliance reporting tools used by thousands of transportation professionals daily.

- Redesigned core RITIS experiences across the traffic map, layer controls, legends, popups, and shared UI logic on a live platform where operators make time-critical decisions across incidents, weather events, work zones, and emergency response. Improved consistency and information hierarchy across years of accumulated features so that dense, multi-feed operational data could be scanned and acted on faster during high-stakes response scenarios.
- Designed two new products end to end: a modular **maritime performance dashboard** for analyzing port bottlenecks, canal wait times, vessel movement, rerouting options, and delay cost impact; and a **truck parking analytics product** surfacing illegal parking patterns, ramp overcapacity, route gaps, and demand hotspots across highway corridors. Both required original data modeling decisions, query flow design, and visualization logic built from new data sources.
- Conduct requirements interviews with state agency clients and translate findings directly into product workflows, feature definitions, and design decisions, consistently bridging the gap between what agencies request and what is technically feasible, scalable, and genuinely useful to build.
- Design and integrate new data sources into existing product suites across real-time operations, arterial signal analytics, work zone performance monitoring, weather overlays, and CCTV workflows, expanding what platform users can monitor, analyze, and act on across operational domains.
- Initiate the lab's **design system from zero** across a three-person design team, defining reusable interaction patterns, component standards, popup structures, and graph behaviors that improve cross-product consistency and are directly noted by engineers as making implementation faster and more predictable.
- Spearhead the migration from Adobe Illustrator to **Figma** and train designers, developers, and requirements staff through workshops and hands-on sessions, moving the team from isolated file-based workflows to a collaborative, version-controlled design process.

Lead UX Designer (Contract)

Gurugram, HR, India | Jan 2021 - Aug 2021

SwitchOn Foundation

- Led end-to-end design for an e-learning platform from the ground up, defining user journeys, engagement structures, module architecture, content workflows, and incentive systems in direct collaboration with stakeholders and developers.
- Applied behavioral design principles to the retention and habit-formation model, designing reward systems and learning flows grounded in observed learner behavior patterns, resulting in engagement structures tied to how users actually progressed through content.

Work Experience (continued)

UX/UI Designer
Mumbai, MH, India | Jul 2019 - May 2020

Social Donut Co

- Designed digital product experiences for SaaS, fintech, and healthcare clients, improving conversion rates by 20-30% through stronger information architecture and user journey design across fast-paced agency engagements.
- Collaborated with project managers and developers to launch polished digital experiences that balanced business goals, usability, and brand requirements under tight timelines.

Assistant Systems Engineer
Gurugram, HR, India | Oct 2017 - May 2019

Tata Consultancy Services (TCS)

- Contributed to enterprise banking systems for global clients, improving processing efficiency by 15% through system enhancements and structured problem-solving in a high-reliability delivery environment.
- Gained direct fluency in production systems at scale, implementation constraints, and engineering delivery culture, building a foundation in technical feasibility and developer collaboration that continues to shape design decisions today.

Business Leadership Experience

Director, Digital Strategy & Business Operations
Kasauli, HP, India | Jan 2021 - Present

Best Western Matra Kasauli (Family-Owned Hospitality Business)

- Lead business and digital strategy for a destination hospitality property across hiring, OTA performance, vendor management, and content direction, using structured analysis and product thinking to drive operational decisions across the business.
- Define hiring needs, create role scopes, make selection decisions across operational and business-critical functions, and manage external partners across OTA, social media, and creative workstreams, bringing the same systems-oriented thinking applied to product design into business operations.

Education

M.S. 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

Product Design: End-to-End Product Design, Operational Dashboard Design, Interaction Design, Workflow Design, Data Visualization Design, Information Architecture, Design Systems, Legacy Modernization, UX Strategy, User Research, Usability Testing, Prototyping, Stakeholder Workshops, Requirements Definition

Tools & Platforms: Figma, Adobe Creative Suite, Jira, GitHub

Technical Working Knowledge: HTML, CSS, JavaScript, MySQL, Java

Certifications & Professional Development

- **IDEO U: Storytelling for Influence (2025)**
- **ShiftNudge Design Course (2024)**
- **Student Representative, HCIM Committee, University of Maryland**