

Swati Bouddh

UX DESIGN | UX RESEARCH | DESIGN STRATEGY

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ABOUT

Product Designer with experience designing **developer-facing automation and enterprise platforms**. Skilled at translating complex technical systems into intuitive, scalable experiences through research-driven design, strong information architecture, and close collaboration with engineering and product partners. Experienced in building **cross-platform capabilities**, contributing to **design systems**, and shaping mission-critical workflows for technical users.

EXPERIENCE

◆ UX Designer

Automation Anywhere Software Pvt. Ltd. — Bengaluru | *May 2024 – Present*

- Designed **developer-facing automation workflows** within the Process Automation Editor, contributing to scalable and consistent platform experiences.
- Conducted exploratory and usability research (10+ interviews) to identify configuration and discoverability pain points, and applied insights to simplify **information architecture and taxonomy**, reducing cognitive load for developers.
- Authored **foundational UX documentation** and collaborated closely with **PM and Engineering** to ensure design intent across implementation.

Key Projects

macOS Automation Packages

- Led end-to-end design for Automation Anywhere's first macOS automation initiative, expanding the platform beyond Windows by designing packages for **Apple Mail, Numbers, Calendar, AppleScript, and Keynote**.
- Designed the **industry-first Apple Keynote automation package**, translating OS-level scripting, permissions, and error handling into intuitive configuration flows and scalable patterns.

Properties Panel Unification & Standardisation

- Unified and standardised the **Properties Panel** using a **modular, system-driven UX framework**, improving navigation, consistency, and task discoverability across core workflows.
- Defined reusable interaction patterns and documentation that created a scalable foundation for future feature development.

◆ UX Research Intern

Atlassian India LLP — Bengaluru | *Sept 2022 – Mar 2023*

- Led qualitative and quantitative research to define **5 IT operations personas**, representing diverse needs across incident management and reliability workflows.
- Synthesised research insights into **actionable product and design recommendations**, supporting roadmap and feature direction.

- Applied advanced research methods to understand behaviours, pain points, and workflows in complex enterprise systems.

◆ Design Strategist Intern

Asharfilal Kulfi Pvt. Ltd. — Ahmedabad | Oct 2021 – Dec 2021

- Conducted primary and secondary research to identify operational gaps and strategic design opportunities.
- Built tools to analyse brand archetypes and user perception, informing key business and positioning decisions.

◆ Associate Manager – Merchandising

Arvind Ltd. — Ahmedabad | Dec 2018 – Sept 2020

- Managed end-to-end supply chain operations for international clients, strengthening business rigor, stakeholder coordination, and delivery execution.

◆ Production merchandiser

Avadat Apparels Ltd. — Ahmedabad | Jun 2018 – Dec 2018

- Coordinated sampling and production for ladies' denim apparel, aligning cross-functional teams with buyer specifications, quality standards, and delivery timelines.

EDUCATION

◆ Master of design (M.des) - Strategic Design Management

National Institute of Design (NID) Gandhinagar, Gujarat

2020 – 2023 | CGPA: 8.33

◆ Bachelor of Fashion Technology

National Institute of Fashion Technology (NIFT) Gandhinagar, Gujarat

2014 – 2018 | CGPA: 8.0

SKILLS

- **Product & UX:** Platform UX, Interaction Design, Information Architecture, Design Systems, DevExp
- **Research:** Exploratory Research, Usability Testing, Qualitative & Quantitative Research
- **Collaboration:** Product Strategy, Engineering Handoff, Stakeholder Alignment
- **Tools:** Figma, Dovetail, Miro, ChatGPT, Microsoft Copilot (early ideation, synthesis, writing support)

ACHIEVEMENT

- **Superstar Award**, Automation Anywhere (2025) - Recognised for outstanding contribution to product design excellence.
- **Top 3 Finalist**, Service Design - CII Young Designer Awards (2022)
- **Best Commercially Viable Project**, NIFT Graduation Show (2018)
- Featured as “**Most Innovative Design**”, Times of India (2018)
- **Pre-Incubation Awardee**, IIT Gandhinagar Innovation & Entrepreneurship Center (2018)

INTEREST

Cooking, Paper craft, Table tennis, Driving