

Swati Bouddh

UX DESIGN | UX RESEARCH | DESIGN STRATEGY

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ABOUT

UX Designer blending research, design thinking, and strategy to craft seamless, cross-platform experiences. I simplify complexity into intuitive journeys that align with user needs and business goals—driving engagement, consistency, and product excellence.

EXPERIENCE

- **UX Designer | Automation Anywhere Software Pvt Ltd, Bengaluru | May 2024 – Present**
 - **Redesigned the Properties Panel** using a modular UX framework, enhancing task discoverability and standardising patterns across the Process Automation Editor.
 - **Designed 10+ automation packages** and reusable bot actions, streamlining automation workflows and improving cross-platform developer experience.
 - **Conducted user research** for Process Orchestration; conducted 10+ interviews to uncover usability gaps and optimize developer workflows.
 - **Unified and simplified the taxonomy** of the Process Automation Editor, reducing cognitive load and improving navigation efficiency for users.
 - **Created the foundational Properties Panel documentation**, detailing architecture, logic, ownership, and UX patterns—adopted as a cross-functional source of truth across design, product, engineering, and content teams.
 - **Identified and resolved inconsistencies** in platform content; developed standardised content guidelines to improve clarity, coherence, and user comprehension at scale.
 - **Collaborated cross-functionally** with PMs, engineers, architects, and content strategists to ensure alignment of UX vision with technical and business goals, reducing iteration cycles and design ambiguity.
 - **Drove clarity across siloed teams** by mapping undocumented behaviors and ownership dependencies, reducing friction and enabling more scalable product discussions.
- **UX Research Intern | Atlassian India LLP, Bengaluru | Sept 2022 – March 2023**
 - Designed and developed **5 new IT operations personas** through rigorous qualitative and quantitative research.
 - Collaborated with cross-functional teams to synthesise user insights into actionable product direction.
 - Leveraged advanced research methods to deeply understand IT professionals' needs, behaviors, and workflows
- **Design strategist intern | Asharfilal Kulfi Pvt Ltd, Ahmedabad, Gujarat | Oct 2021- Dec 2021**
 - Conducted primary and secondary research to identify operational gaps and strategic design opportunities.
 - Built custom tools for analysing **brand archetypes and user perception**, shaping key business decisions.
 - Co-created a long-term **brand vision map** to elevate positioning and align customer experience with company values.
- **Associate Manager-Merchandising | Arvind Ltd, Ahmedabad, Gujarat | Dec 2018 - Sept 2020**
 - Managed end-to-end supply chain operations for **5 international clients**, from product development to testing and certification.

- Created a successful pricing strategy for a high-stakes tender order supplying garments to the **U.S. military**.
- Facilitated cross-team coordination to streamline production and delivery pipelines for global apparel programs.
- **Production merchandiser | Avadat Apparels Ltd, Ahmedabad, Gujarat | June 2018 - Dec 2018**
 - Coordinated sampling and production for **ladies' denim apparel**, servicing Landmark Group brands like **Ginger, Bossini, Nexus, and Fame Forever**.
 - Ensured on-time delivery by aligning internal teams with buyer specifications, quality standards, and timelines.

EDUCATION

- **Master of design (M.des) - Strategic Design Management (8.33 CGPA)**
 - National Institute of Design (NID) Gandhinagar, Gujarat
 - Sept 2020 – Dec 2023
- **Bachelor Degree - Fashion Technology (BFT) (8 CGPA)**
 - National Institute of Fashion Technology (NIFT) Gandhinagar, Gujarat
 - July 2014 - June 2018
- **Senior secondary school - Physics, Chemistry, Mathematics, C++ (85%)**
 - Kendriya Vidyalaya, New Delhi
 - 2012 – 2014
- **Secondary school - 9.4 CGPA**
 - Vanasthali Public school, New Delhi
 - 2010 - 2012

SKILLS

- **Research:** Design Research, Qualitative and Quantitative research, Human behaviour research, Ethnography, Usability testing, User research,
- **Methodology:** Design Thinking, System Thinking, Design process, User-centred design, Human–computer interaction (HCI)
- **Design:** Service design, Business design, Product Design, User Experience Design, User interface design, Wire framing & Prototyping, UX/UI, Storyboarding
- **Technical:** Figma, Dovetail, Miro Realtime board, AutoCAD, Adobe Illustrator, SAP, MS word, MS excel, MS PowerPoint.
- **Soft skill :** Empathy, Communication, Collaboration, Team work, Time management, Holistic approach, Process driven.

ACHIEVEMENT

- **Top 3 Finalist – Service Design, CII Young Designer Awards 2022**
Recognised nationally for innovation and impact in service design.
- **Best Commercially Viable Project, NIFT Graduation Show 2018**
Awarded for practical application and business potential of design solution.
- **Featured as “Most Innovative Design”, Times of India, 2018**
Graduation project highlighted in national media for creative excellence.
- **Pre-Incubation Awardee, Innovation & Entrepreneurship Center, IIT Gandhinagar (2018)**
Selected for early-stage support based on design-led innovation and startup potential.

INTEREST

Cooking, Paper craft, Table tennis, Driving