



# SWATI LAKHOTIA

UX DESIGNER • PRODUCT DESIGNER

## About Me

Passionate UX Designer with three years of experience crafting impactful solutions for both enterprise and retail users. I enjoy investigating complex problem spaces and solving them with data-driven solutions. I am committed to achieving positive outcomes for broader business goals while also focusing on the finer intricacies of the interface.

## Education

**Mastering Design Thinking** **Nov 2023 - Feb 2024**

MIT Sloan

- Advanced course on Design Thinking with a focus on generating and evaluating new product and service concepts.

**UX Design Immersive** **Mar 2020 - Jun 2020**

General Assembly

- Full-time UX Design course taught by seasoned industry leaders.
- Conducted user research, created and user-tested prototypes for projects in varied domains (retail, fintech, job board, commuting).

**Bachelor of Science (Economics)** **Aug 2010 - Mar 2014**

Singapore Management University

## Experience

**UX Designer** **Aug 2020 - Apr 2023**


Smartkarma (Fintech, marketplace) - Singapore

- Revamped interface to improve content discovery for retail and institutional investors and connect them with relevant analysts.
- Launched B2C vertical by revamping information architecture, optimizing critical user flows, and updating it to a contemporary UI, resulting in 4 critical channel partnerships (800+ new users).
- Conducted comprehensive user research to identify pain points and created empathy artefacts for B2B as well as B2C users.
- Redesigned platform for improved content customization, personalization, and curation, resulting in increased session time for existing users and doubling median readership for new users.
- Boosted Premium Services sales by 20% through increased visibility and automated inquiries.
- Created data visualization features to highlight actionable insights from detailed analysis.
- Conducted regular feasibility checks with engineers and assisted with handoff and implementation.
- Oversaw the UX process from scoping to project execution, pitched to stakeholders and managed inter-department collaborations.

## Contact

 Singapore

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 [linkedin.com/in/1swati/](https://www.linkedin.com/in/1swati/)

## Visa Status

Singapore PR

## Expertise

- Design Thinking
- User Research
- Product Design
- Interaction Design
- Information Architecture
- Wireframing
- Prototyping
- Product Strategy

## Tools

- Adobe XD
- Figma
- Miro
- Sketch
- Axure
- Whimsical

## Languages

- English (native)



- Hindi (native)



## Interests

- Fitness
- Adventure Travel
- Tech innovation

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## Experience

### Sales Manager

Jan 2018 - Aug 2019

Lakhotia International - India/Singapore

- Fostered and maintained strong relationships with global suppliers and local buyers (production facilities for Ikea, Home Depot etc).
- Secured deals amounting to more than 3000 MT of products (USD 80,000 in sales).
- Expertly troubleshoot high-intensity, time-sensitive problems related to shipping.
- Set up a new entity in Singapore and established legal and operational framework.

### Consultant

Dec 2015 - Aug 2017

Recruitment Agencies - Singapore

- Generated > USD 100K sales in Commodities Trading and > 20K in IT infrastructure.
- Worked at established MNCs (Hays & Phaidon International).
- Demonstrated proficiency in pitching and negotiating to acquire new businesses across APAC and MENA.
- Conducted stakeholder interviews with C-suite to understand business requirements and motivations to successfully match ideal candidates.

### Purchasing Manager

May 2014 - Sep 2015

Tate & Tonic (startup) - Singapore

- Second full-time employee hired by the founding team
- Spearheaded vendor acquisition by partnering with 50+ global brands

## References

- Co-founder, Smartkarma
- Design Manager, Smartkarma
- Product Head, Smartkarma
- COO, Smartkarma

*(Contact details available upon request)*