Sruthi Baskar

Product Designer

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EXPERIENCE

UX EcoSystem Designer - Local Grown Foods
06/2024 - Present | Remote

- Developed and implemented comprehensive brand guidelines to ensure scalable visual consistency across digital platforms, enhancing user experience for internal and external stakeholders.

- Designed and optimized interactive data-driven dashboards, improving the grower team's ability to track KPIs through enhanced UX research, data visualization, and streamlined workflows.

Product Research & Strategy Specialist - Arizona State University
03/2023 - 04/2024 | Tempe, AZ

- Marketed research projects on digital platforms using Salesforce, WordPress, and SEO collaborating with 40 research departments.

- Curated 16+ weekly newsletters for faculty and students utilizing Salesforce Marketing Cloud, enhancing user engagement rates from 15% to 45%.

- Optimized information architecture of the FSE Research School website through design consultation, resulting in a 30% increase in website traffic.

UX Design Intern - MatrixCare
06/2023 - 08/2023 | Indiana, MN

- Established iconography and nomenclature design standards across cross-functional teams for four SaaS-based MatrixCare applications.

- Validated 6+ standard system icons through qualitative and quantitative user research methods, including hybrid card sorting and user interviews.

Frontend Developer - Ericsson
02/2021 - 07/2022 | Bangalore, IN

- Developed "My Workplace" SaaS app using JavaScript and React Native, leading UX/UI improvements that enhanced user satisfaction by 25%.

- Conducted usability testing and applied design-thinking strategies to iteratively improve the UI, creating responsive and accessible workflows.

UX Consultant & Technical Writer - Datacapture Consultants
03/2020 - 04/2021 | Remote (Based in ATL, GA)

- Designed and optimized user interfaces for Enterprise Content Management (ECM) solutions, focusing on usability and user-centered design principles.

- Managed company blog and social media profiles, enhancing consumer engagement by 30%.

EDUCATION

Arizona State University

M.S. in Human-Computer Interaction | May 2024
GPA 4.0
Relevant Coursework: Contextual Inquiry, UX Design, Human Behavior, Usability Evaluation, Information Architecture, Web Design Accessibility, Designing for AR/VR, Human Systems Enggineering.

Vellore Institute of Technology

B.Tech in Computer Science Engineering | April 2021
GPA 3.4
Relevant Coursework: Software Engineering, Database Management Systems (DBMS), Operating Systems, Data Structures & Algorithms, Human-Computer Interaction

SKILLS

UX & Visual Design
Product design, UX design, Wireframing, Prototyping, Interaction Design, User Testing, Design Systems, Iconography, Style Guides, Components & Pattern Library.

Web Production & CMS
WordPress, Salesforce, SEO

Writing
Technical Writing, UX Writing, Content Writing

Tools
Figma, FigJam, Sketch, InVision, Zeplin, Miro, Balsamiq, Adobe Creative Suite (Adobe XD, Photoshop, Illustrator), InDesign.