SWATI ANAVKAR
SENIOR WEB/UI DESIGNER

Call: 480.648.6095
Email: swatianavkar@gmail.com
Portfolio: www.swatianavkar.com
linkedin.com/in/swatianavkar

Senior Designer with 20+ years of experience conceptualizing and producing highly successful digital campaigns, websites, and web application interfaces for a Fortune 100 company and other notable organizations.

A team player with a strong design aesthetic, a deep interest and some experience in the field of User Experience (UX) design and design thinking principles.

Self-motivated, versatile, and sharp with an ability to grasp new technologies quickly and a can-do attitude. Repeatedly recognized as a team player and a go-to expert providing functional and creative design solutions.

SKILLS

TOOLS

Design: Adobe Creative Suite — Photoshop, Illustrator, Dreamweaver, InDesign; Keynote, Microsoft Office

Technical: HTML, CSS, Mailchimp, CMS, Axure RP, Sketch, ZURB Foundation, Bootstrap

AREAS OF EXPERTISE

Responsive Web & User Interface (UI) Design Interaction design & Navigation Design • Visual Design Enterprise Web Application Design • Wireframes Conceptualization • Prototypes • Research • Content Management • Brand Design

EDUCATION

Bachelor of Business, Marketing & Economics,
University of Mumbai, Maharashtra, India

Diploma, Graphic Design, Graphics & Animation,
Edit Institute, Mumbai, India

Design Coursework
Mesa Community College, Phoenix, AZ

CERTIFICATION

Certified Usability Analyst, HFI
Usability and HCI Certification

CAREER NARRATIVE

SENIOR WEB INTERACTIVE DESIGNER
Nationwide Insurance (Dec 2004 – March 2019)

- Successfully lead the creation of promotional websites, emails and web content from concept to development to drive revenue growth and capture marketing goals.

- Collaborated with cross functional teams to inform the User Experience (UX) and delivered wireframes, prototypes and functional user interfaces for enterprise websites and web applications.

- Consulted with customers to determine needs and designed interfaces, layouts and new features for various corporate websites, portal and intranet.

- Implemented and maintained corporate brand standards.

Project highlight:

- *Led the design of a user-friendly website and a digital campaign aimed at growing the company's program business, realizing over 13% growth.*

- *Design and developed of a digital campaign that encouraged General Agents to enroll and participate in an incentive rewards program which generated an increase in policies and written premium by 10%.*

LEAD UI DESIGNER
Kentropy Technologies, Bengaluru (2000 - 2003)

- Guided UI design from concept to implementation for several financial web products and ecommerce websites, which garnered positive feedback and results.

- Collaborated with the technical team to define site functionalities, scope, and overall creative strategy to define the information architecture, interaction design and user experience.

Project highlight:

- *Successfully lead the UX design of a portfolio Management web app that automated the entire workflow processes for derivative and cash transactions for banks, trading floors and portfolio managers.*