Sweta Devnani
Product Designer

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Work Experience

Product Designer   NestAid
REMOTE, USA | DEC 2025 - PRESENT

- Led end-to-end discovery research for a caregiving SaaS platform serving elderly users and family caregivers, conducting usability studies to define MVP scope.
- Conducted competitive analysis across 6 senior-care platforms, identifying 15+ accessibility and usability gaps to inform product differentiation.
- Defined and implemented WCAG 2.1 AA accessibility standards, including 18px+ base typography and 44px minimum tap targets, improving motor and visual accessibility.
- Developed user flows, wireframes, and high-fidelity prototypes in Figma, aligning product vision with engineering feasibility.

UX Design Intern   Inverse Paradox
PHILADELPHIA, USA | AUG 2025 - DEC 2025

- Designed 30+ responsive web screens across 3 client verticals, translating research insights into scalable WordPress-based implementations.
- Restructured site navigation architecture using user behavior insights, reducing time-to-primary-CTA by 18% within the first release cycle.
- Collaborated with 3 developers and 2 product managers across 4 sprint cycles, reducing design revision loops by clarifying interaction states and edge cases upfront.
- Conducted heuristic evaluations and usability audits to identify drop-off points and optimize conversion pathways.

UX Designer   Vivek Kadecha Designs
INDIA | OCT 2020 - NOV 2023

- Led end-to-end UX strategy and UI execution for client-facing web platforms, aligning user needs with business conversion goals.
- Designed and launched a flagship website that increased inbound project inquiries by 50% and achieved a 6-minute average session duration.
- Built and operationalized an atomic design system (design tokens, components, reusable variants), reducing design-to-development turnaround time by 45%.

Selected Projects

Usher Mobile App   Thesis Capstone Project

- Led UX research and design of an AI-powered academic resource app integrating Canvas and library systems; validated through 12 interviews and 3 pretotyping experiments.
- Achieved 92% task success and 75% user preference for curated recommendations over Google by personalization, increasing engagement with course aligned resources.

About Me

Product Designer with 2+ years of experience building accessible, data-informed digital products across SaaS and agency environments. Skilled in discovery research, design systems, and translating complex requirements into scalable, implementation-ready solutions. Proven track record of improving usability, engagement, and delivery efficiency through cross-functional collaboration.

Skills

User Research (Qualitative & Quantitative), Usability Testing, Information Architecture, User Flows, Wire framing, Prototyping, Design Systems, Interaction Design, Accessibility (WCAG 2.1), Heuristic Evaluation, User Interviews, Stakeholder Interviews, A/B testing, User-centered design, Data analysis, Agile product environments

Tools

Figma	Cursor
Miro	HTML5
Adobe CC	CSS3
Sketch	JavaScript
Axure	React (Basic)
Framer	WordPress CMS
Zeplin	Lovable
Hotjar	UserTesting.com
Web flow	Square space

Education

Thomas Jefferson University
JAN 2024- DEC 2025 | PA, USA

Masters in User Experience Design (3.95 GPA)

Gujarat Technical University
AUG 2014- MAY 2019 | GUJ, INDIA

Bachelors of Architecture (3.6 GPA)

Certificates

- Google UX Design Professional Certificate (Coursera)
- GenAI for UX Designers (Coursera)