

SHWETA BOUDDH

RESEARCHER | DESIGNER | STRATEGIST

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ABOUT ME

A passionate and motivated designer with a psyche mind which urge to serve the cause with a creative and innovative strategic approach for value creation in a world of radically changing networks.

WORK EXPERIENCE

Divine Lab, IIT-Delhi - *Product Designer Internship* | Feb 2023 - June 2023

- Designing UX design strategy for Delhi Tourism.
- Developing an experience persona relationship matrix to understand the desire experience of each persona. Developing a formula to design a trip package for tourist according to their desired experience

Audifytech Pvt Ltd, Bengaluru - *UX / UI Design Internship* | Sept 2022- Dec 2022

- Designed user experience of the upcoming casual sport mobile game.
- Developed the logic and rules of the game to make it more engaging and interesting.
- Strategically developed reward and economy system to motivate player throughout the game
- Designed the information architecture , userflow and user journey to make the experience hassle free. Designed low / high fidelity wireframe and interactive prototypes using figma .

Tarasafe International Ltd, Gujarat - *Design Strategy Internship* | Oct 2021- Dec 2021

- Used multiple research tools to understand the organization and identify areas for strategic intervention.
- Designed a PERFORMANCE framework to evaluate & understand its strength and weaknesses.
- Developed a strategic road map to achieve green building certification.
- Developed a new business model for the organization to expand and generate a new revenue stream by leveraging complementary assets.

Arvind Ltd, Gujarat - *Associate Manager Merchandising* | Oct 2018- Oct 2020

- Leveraged apparel technical skills to develop 500 new Flame retardant styles as per UL standards.
- Analytical knowledge and industry exposure helped me to bring continuous footfall of orders.
- Used communication skills to simplify the details to make people understand the technical details.
- Continuous monitoring and aligning of various multi-disciplinary teams to achieve on-time deliveries.
- Key account holder of American FR buyers Ariat International, Carhartt Inc, Propper, & Rasco for managing their garment orders.

Avadat Apparel, Gujarat - *Production Merchandiser* | June 2018- Oct 2018

- Manages sampling, production, testing, sourcing, planning, and shipment activities for Landmark Group.
- Key account holder of Kids brands Fameforver, Ginger & Bossini for managing their garment orders.
- Continuous monitoring and aligning of various multi-disciplinary teams to achieve on-time deliveries.

Arvind Ltd, Gujarat - *Graduation Project in Research & Development* | Jan 2018 – April 2018

- Conducted Primary & Secondary Research to understand the disability and its impacts on human lifestyle.
- Conducted interviews with various stakeholders to understand the condition of a Paraplegic person.
- Developed adaptive clothing to remove the apparel-related barrier struggled by paraplegic people.

Raymond Ltd. - Silver Spark Ltd., Bangalore - *Industrial Internship* | May 2017 – Sept 2017

- Developed a system to increase the productivity of 1st hour by eliminating non-value-added activities & waiting time from operations.
- Conceptualize the Andon system to show the real-time activity of the production floor to maintain std. WIP & operator efficiency to increase productivity.

Raymond Ltd. – Gujarat- *Textile Internship* | May 2016 – June 2016

- Understand the fabric weaving process and learned the functionality of different textile machines.

EDUCATION

- **National Institute of Design (NID), Gandhinagar, Gujarat | Sept 2020 - Oct 2023**
Master of Design (M. Des)- *Strategic Design Management (8.66CGPA)*
- **National Institute of Fashion Technology (NIFT), Gandhinagar, Gujarat | July 2014 - June 2018**
Bachelor of Fashion Technology (B.F. TECH)- *Fashion Technology (7.8 CGPA)*
- **Kendriya Vidyalaya NFC (CBSE), Vigyan Vihar, New Delhi**
Senior Secondary - *Physics ,Chemistry, Maths , C++ (72%)*
Vanasthali Public School, Mayur Vihar, New Delhi
- Secondary- *(9.2 CGPA)*

COMPETENCIES

Design Skills

Research : Qualitative Research and Quantitative Research , Netnography ,Ethnography.

Design : Data Visualization, System Design, Service Design, Product Innovation, User Interface (UI), User experience (UX), Wireframing and Prototyping, Business Design, Storytelling and storyboarding, Interactive presentation skills.

Methodology : Design thinking , Critical Thinking , Design Process

Software Skills

Figma , SAP , Miro , MS Excel ,MS Word ,MS PowerPoint ,MS Office ,Adobe Illustrator , AutoCAD.

Soft Skills

Empathy, Collaboration , Effective Communication, Open mindedness , Eager to learn , Holistic approach, process driven.

ACHIEVEMENTS

- Best Commercial Award for Graduation Project, NIFT (2018).
- Most Innovative Design for GP recognition by Times of India (2018).
- Awarded Pre- Incubation from Innovation and Entrepreneurship Centre, IIT Gandhinagar. (2018)

INTERESTS

Origami and Kirigami Modelling, playing Badminton and table tennis, watching Comedy and Animation movies.