
SHWETA BOUDDH

Product Designer

Research | Strategy | Design

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ABOUT ME

- Enthusiastic and empathetic research led designer with 4 years of experience, comprising 2.5 years in a managerial role and 1.5 years as a designer.
 - Proficient in innovative problem-solving and strategic thinking, consistently delivering products, services, and experiences that cater to user requirements, synchronise with business objectives, and foster value generation.
 - Proven ability to lead effectively and collaborate closely with interdisciplinary teams across various sectors, including Apparel manufacturing, finance, Product Innovation, R&D, gaming, tourism .
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EDUCATION

National Institute of Design (NID), Gandhinagar, Gujarat | Sept 2020 -Jan 2024

Master of Design (M. Des) - **Strategic Design Management** (8.66 CGPA)

National Institute of Fashion Technology (NIFT), Gandhinagar, Gujarat | July 2014-June 2018

Bachelor of Fashion Technology (B.Des) - **Fashion Technology** (7.8 CGPA)

WORK EXPERIENCE

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

- Conducted qualitative and quantitative research to uncover the underlying causes of abandonment of monuments in Delhi, providing valuable insights into historical preservation challenges.
- Formulated strategies aimed at preventing abandonment by enhancing awareness and attracting visitors to lesser-known attractions, thus revitalising neglected cultural sites and bolstering local tourism.
- Designed a digital travel planning solution customised to individual preferences, empowering users to discover and explore Delhi's hidden gems with ease, fostering a deeper engagement with the city's heritage.
- Produced a case study for SOSE schools to design curriculum to understanding the nuances of Delhi's tourism.

Audify Tech Pvt Ltd, Bengaluru- UX / UI Designer | Sept 2022 -Dec 2022

- Designed user experience a casual sport mobile game, enhancing accessibility and engagement.
- Developed game logic and rules, elevating gameplay to be more immersive and captivating.
- Implemented a strategic reward and economy system, fostering player motivation and retention.
- Designed information architecture and user flow, streamlining the gaming experience for seamless navigation.
- Created low/high fidelity wireframes and interactive prototypes with Figma, facilitating efficient development and user testing processes.

Tarasafe International Ltd, Gujarat - Design Strategist | Oct 2021 - Dec 2021

- Used multiple research tools to understand the organisation 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 organisation 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 - Product Designer | Jan2018 - 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 Designer | May 2017 - Sept 2017

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

COMPETENCIES

• Design Skills`

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

Design : Data Visualisation, System Design, Service Design, Product Innovation, User Interface (UI), User experience (UX), Wireframe, Prototype, Business Design, Storytelling storyboarding, Interactive presentation skills.

Methodology : Design thinking, Critical Thinking, Design Process, Agile ,Lean UX.

• 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.