



SWATHIS SRINIVASAMURTHY

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I am a highly motivated Designer with over 10 years of experience in UX/UI/Product design, having worked with industry leaders to create scalable, cohesive design solutions. As a self-taught designer, I constantly seek new knowledge to enhance my expertise. With a strong understanding of design principles, I have successfully crafted user-centred solutions throughout my career. I am excited to leverage my skills, creativity and commitment to make a meaningful impact on the success of your organisation.

SKILLS

- UX / UI Design
- Landscape analysis
- Heuristic evaluation
- User research
- Multi-brand Design system
- Visual design
- Colour theory
- Accessibility (WCAG)
- Iconography
- User flows
- Wireframing
- Prototyping
- User-centred Design
- Storyboard
- Figma
- Token Studio
- Sketch
- Miro
- Zeplin
- Photoshop
- Illustrator
- After effects
- HTML & CSS
- Javascript

EXPERIENCE

Sep 2023 → Present

Senior Product Designer (Design Systems Specialist) • Ticketmaster, London

- First specialist hire in the Sports vertical, focused on developing a scalable design system to support white-labelling for hundreds of clubs and tournaments.
- Established global tokens, defined semantic tokens, and dissected components at a granular level to create and document component-specific tokens, making the theming easier.
- Developed a colour system that reduced toolkit setup time from a two-day process to under 30 minutes, saving 95% of time and improving efficiency.
- Currently leading a project establishing “blueprint” components and a design system template which ensures scalability across multiple business verticals and clients.
- Provided feedback to fellow designers on effectively implementing product features within the design system, ensuring best practices, while encouraging them to better understand the system itself, be creative, and contribute towards its growth.
- Mentored interns, providing guidance on design systems and best practices to develop their skills.

Dec 2022 → Jun 2023

Senior UX/UI Designer • Hi Mum! Said Dad, London

- Collaborating on diverse product portfolios and project proposals. This includes close client engagement, conducting workshops, and delivering comprehensive user flows, high-quality mockups, and interactive prototypes.
- Working closely with strategists to ensure that products are research-driven, validated through user testing, and aligned with broader business objectives.

Jun 2022 → Oct 2022

Senior Product Designer • iTech Media, London

- Defining design priorities and leading the design process. Collaborating with the product team and delivering innovative design solutions to enhance user engagement rate and increase click-out ratios.
- Testing and analysing design changes, sharing valuable insights with fellow designers to foster inspiration.

Mar 2019 → Jun 2022

UX/UI Designer • BBC, London

- Initiated and led IntGEL (an internal design system), it was really challenging to break the silos and bring the internal tools in line. Being an accessibility champion, I created Accessibility and Colour usage guidelines, which changed the way designers and developers worked.
- Created a Visual identity framework for hundreds of internal tools that gives them an identity and recognition within the company. Conducted training and workshops to guide the designers.
- I took ownership of and led high-profile projects like UGC Moderation and BBC Identity tool, which are internal web applications.

Mar 2017 → Mar 2019

Senior Visual UI Designer • Pinnacle, London

- Led design initiatives across sports betting, casino, and betting resources, including full ownership of the Arcadia project, completely redesigning the UI for all products, ensuring a seamless and visually appealing experience across all platforms.

Aug 2014 → Mar 2017

Designer • Pinnacle, London

Apr 2012 → Aug 2014

Design Assistant • Pinnacle, London

EDUCATION

2010 → 2011 MLitt in Marketing • The University of St Andrews, Scotland

2007 → 2008 Diploma in Web Engineering • Opal Multimedia, India

2006 → 2009 BCom (Computer Applications) • GRD College, India

2006 → 2009 Diploma in International Trade & Foreign Exchange • GRD College, India

INTERESTS

