



# SWATI MEHTA

PRODUCT & UI DESIGNER

design@swatimehta.com

www.swatimehta.com

Based out of the Raleigh area

## KNOW-HOW

- Product Design
- Responsive Interface Design
- Mobile App Design
- Marketing Site and Email Design
- Branding and Logo Design
- HTML & CSS3
- Basic JQUERY/Javascript and PHP

## IN MY TOOLKIT

- Sketch
- Figma
- Invision
- Marvel
- Whimsical
- Balsamiq
- Adobe Creative Cloud CC
- Sublime

## AWARDS

2015 Interactive Media Award

2013 WMAA Outstanding Achievement

W3 Awards 2013 Gold & 2012 Gold

## EDUCATION

**BFA | Computer Art**

School of Visual Arts | 2003 - 2007

## EXPERIENCE

### Senior Product Designer

Teamworks | Apr 2021 - Present

- Leading design on Hub, Teamworks' core product offering that allows sports organizations and universities to manage their day to day operations. Features, include but are not limited to, profiles, scheduling, travel, communications and more.
- Leading design on Academics and Compliance, additional product offerings that allow collegiate teams and athletes to stay connected and motivated to succeed beyond athletics.
- I work closely with product owners, engineers and QA through the design and development of enhancements and new features. I also like to be proactive and sit in on customer calls whenever possible as Teamworks provides me with the opportunity to get realtime feedback to aid in design decisions.

### Product Designer

PlayMetrics/Reverbnation | May 2017 - Apr 2021

- I was fortunate to have been one of the first designers on PlayMetrics, a B2B SaaS application built for soccer clubs to manage their day to day operation. I helped create a robust MVP within a short timeframe. I led design on core features such as practice planner, field scheduler, club communication with messaging and chat, form builder and more.
- Led design on the Reverbnation Artist Mobile App - including, but not limited to, the artist profile, content repository, opportunities listing, messaging and overall mobile app branding.
- I worked closely with the design team, product managers, developers and stakeholders throughout the life cycle of the product.

### Interface Designer

Internal Revenue Service | Oct 2016 - Feb 2017

- Led design on the brand new responsive Account application that enables tax payers to check their balance, make payments and more.
- Worked closely with stakeholders, product, 508 and developers to ensure business needs and accessibility standards were met.
- Delegated design tasks and provided design direction to contracted designers on the project.

### Senior Web Designer

Amtrak | Jul 2014 - Sep 2016

### Web Designer

Sabre Hospitality Solutions | Jun 2011 - Jul 2014

### Digital Design Specialist

American Institute of Architects | May 2010 - May 2011

### Web Art Director

GKA Advertising | Nov 2007 - May 2010