

Swapnil Kosarabe

Senior Product Designer in Boston with 5+ years of experience crafting web / mobile solutions in consumer, editor tool, and enterprise sectors.

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EXPERIENCE

Blind / Senior Product Designer

APR 2023 - DEC 2023 / Boston, MA

Revamped the entire Blind web platform, aimed at enhancing the social aspect (**web and mobile web**) & creating intuitive and scalable product experiences for the community platform, with the overarching goal of increasing the MAU to **10 million users** and boost revenue by **30%** through ads.

Defined product roadmap, designed, prototyped and shipped core MVP features within **6 months** from concept to execution, focusing on usability studies, **design system** management, **SEO** compliance improvements, and **ad placements** strategies. (*Product launch in december 2023*)

Unity Technologies / Senior Product Designer

AUG 2019 - MAR 2023 / Boston, MA

Rabble :- Led the design for a gaming platform, crafting end-to-end experiences for communication tools, social features, and user onboarding on **iOS, Android** and **Windows**.

Shaped product direction, vision & strategy, identified core user loop with PM and delivered **40+** detailed and robust design solutions within **3 months** while working closely with engineers to ensure pixel-perfect design.

Cinemachine :- Improved the camera workflows (**Unity editor tool**) used to create films and games for **0.3 M** monthly active content creators (Game developers / Filmmakers) by reducing complex ambiguous problems in the workflows thus increasing **YoY growth** in the package use by **170%**. Conducted research studies, ideated multiple design concepts and collaborated with the Editor design system team to ensure consistency across products.

Overtone :- Drove end-to-end UX for a voice chat app to enhance gameplay and community experience on **Windows, web** and **Android** thus increasing **MAU** by **233.33%** in **3 months**. Envisioned and shipped next generation partner experiences for game developer **10 Chambers** like spectating games, chat SDK and Mods which were also adopted by 4 internal consumer teams.

Microsoft / Design Intern

JUN 2018 - AUG 2018 / Cambridge

Led the design of a new Cortana skill with the Garage team for its **145 million users** by leveraging internal research insights to establish the MVP of the product, and prototyping **chatbot experiences** on **windows, iOS** and **Android**.

SKILLS

Formative

User Interviews, Competitive Analysis, Surveys, Contextual Inquiry, Guerrilla research methods

Generative

Storyboarding, Prototyping, Affinity Mapping, Personas, Wireframes, Journey maps, User flows, 3D modeling, Sketching, Design and Human centered thinking, Visual design, Interaction design, Information Architecture, UI styles, Motion design, strategic product thinking

Summative

Heuristic Evaluation, Usability Testing, Cognitive Walkthrough, A/B Testing

Tools

Figma, Photoshop, Illustrator, Invision, Sketch, Adobe XD, Axure, 3DS max, After effects, Unity, Premiere, After effects, Marvel, Framer, Invision, Agile methodologies

EDUCATION

MS-Human Computer Interaction

Indiana University, Indianapolis

GPA - 3.98, AUG 2017 - MAY 2019

GravityDrive / Design Volunteer

AUG 2018 - MAY 2019 / Indianapolis

Designed an **enterprise iOS app** for lawn care resource management, boosting subscription **purchases by 70%**. Led usability studies, collaborated with cross-functional teams, and set the product vision for the next 2 years.

Indiana University / Design Assistant

AUG 2017 - MAY 2019 / Indianapolis

Power to Patient - Worked on **iOS app**, focusing on older patients with chronic cardiac issues. Conducted research studies and designed **data-informed** prototypes by collaborating with Parkview Health and the Health Innovation Lab at IUPUI.

Persistent AR - Created and led the design for an early stage concept related to persistent AR under the supervision of Co-director Zebulun M. Wood.

Bachelor of Architecture

Indian Institute of Technology
Roorkee

JUL 2009 - MAY 2014

PROJECTS

Uncertainty Management Among Older Adults with Heart Failure: —

<https://doi.org/10.1177/2327857919081030>

Responses to Receiving
Implanted Device Data using a
Fictitious Scenario Interview
Method