

Shraddha Swaroop

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Freelance Graphic Design

Founder, Shraddha Swaroop Designs, 2005 to present

- **Visual Design** | Including advertising design, brochure design, logos, icons, typography, illustrations, layout, graphics, use of color in newspaper design with over 10 years of experience with Photoshop, Illustrator and InDesign.
- **User Experience Design** | Wireframes, task flows, persona profiles, competitive analysis, testing and comps using Omnigraffle, Microsoft Word and Excel.
- **Web design** | Coding and developing a website from scratch or another developer's start using HTML5, CSS3, PHP, MySQL and Wordpress. Learning jQuery, Javascript and responsive design now.

Clients include Premier Woodworks, Los Angeles Times, Asian Pacific American Legal Center and Coca-Cola.

Social Media Marketing

Social Media Manager ♦ 2010 to present

Integrated clients' social media and marketing goals, built and engaged core social media audiences. Clients include User Experience Professional Association of Los Angeles' World Usability Day, Society for News Design, V3 Digital Media Conference and the Asian American Journalists Association.

Newspaper Design

Designer, Los Angeles Times ♦ 2008-2012

Rotational Designer, The Virginian-Pilot ♦ 2007-2008

Lead Designer, San Jose Mercury News ♦ 2000-2007

- Art directed graphics, design and presentation for projects across departments under deadline with the ability to close on design requirements independently or in a team.
- Accomplishments included conceptualizing and executing photo shoots and photo editing, art direction, conceptualizing and creating graphics, illustrations and design.

Education

UCLA: Interactive Design program, Class of 2014

California State University, Fullerton: Certificate in User Experience Design & Usability, Feb. 2013

California State University, Fullerton: Bachelor of Arts, 1990-1994