SWATI LAKHOTIA

SENIOR PRODUCT DESIGNER | B2B & B2C

About Me

Strategic, user-centered, and outcome-focused Product Designer with 5.5 years of experience creating intuitive, impactful experiences for both B2B and B2C users across fintech and SAAS. Proven ability to transform complex business goals into clear, engaging solutions that drive measurable results.

Education

Mastering Design Thinking   **Nov 2023 - Feb 2024**

MIT Sloan

- Advanced course on Design Thinking with a focus on generating and evaluating new product and service concepts.

UX Design Immersive   **Mar 2020 - Jun 2020**

General Assembly

- Full-time UX Design course taught by seasoned industry leaders.
- Conducted user research, created and user-tested prototypes for projects in varied domains (retail, fintech, job board, commuting).

Bachelor of Science (Economics)   **Aug 2010 - Mar 2014**

Singapore Management University

Experience

Senior Product Designer   **March 2024 - Now**

Bunker (Financial Analaytics SAAS) - Singapore

- Revamped the onboarding flow, increasing self-serve entity connection success by 60% and reducing operations costs by 80%.
- Designed a Google Sheets reporting extension from concept to launch, positioning Bunker as a credible player in financial reporting.
- Optimised financial dashboards (Overview, P&L, Cash Flow), driving 25% higher user engagement and reducing errors.
- Shaped Bunker's entry into the fractional CFO market by uncovering user insights and aligning the product with their workflows.
- Drove user insights by synthesising user interviews, behavioural data, and sales feedback.
- Enhanced feature adoption by creating video tutorials and contributed significantly to Product Marketing initiatives.
- Shaping AI-driven user experiences by addressing latency, explainability, error states and feedback mechanisms.

Design Thinking Consultant (Freelance)   **Feb 2024 - Apr 2024**

User Experience Center (UX Agency) - Singapore

- Supported design thinking workshops, contributing to ideation, content development, and hands-on facilitation across government agencies.
- Conducted user research and facilitated physical workspace testing for Singapore's Internal Security Division, addressing challenges of balancing confidentiality with social interaction.

Contact

📍 Singapore

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Visa Status

Singapore PR

Expertise

- Design Thinking
- User Research
- Product Design
- Interaction Design
- Information Architecture
- Wireframing
- Prototyping
- Product Strategy

Tools

- Figma
- Adobe XD
- Miro
- Whimsical
- Canva
- Axure

Languages

- English (native)
- Hindi (native)

Interests

- Fitness
- Adventure Travel

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Experience

UX Designer   **Aug 2020 - Apr 2023**

Smartkarma (Investment Intelligence Platform) - Singapore

- Launched B2C vertical by revamping information architecture, optimizing critical user flows, and updating it to a contemporary UI, resulting in 4 critical channel partnerships (800+ new users).
- Revamped interface to improve content discovery for retail and institutional investors and connect them with relevant analysts.
- Conducted comprehensive user research to identify pain points and created empathy artefacts for B2B as well as B2C users.
- Boosted Premium Services sales by 20% through increased visibility and automated inquiries.
- Oversaw the UX process from scoping to project execution, pitched to stakeholders and managed inter-department collaborations.

Previous Roles - Sales & Business Development   **May 2014 - Aug 2019**

Singapore

- Lakhotia International (indenting) - Secured deals with global suppliers and credible manufacturers (Ikea, Home Depot), set up new Singapore entity, and managed key supply chains. Secured deals amounting to more than 3000 MT of products.
- Hays & Phaidon (Recruitment Agencies) - Generated over USD 100K in commodities and IT sales, managing APAC & MENA clients.
- Tate & Tonic (Fashion Tech Platform) - Partnered with 50+ global brands and drove early growth.
- Developed strong foundations in stakeholder management, negotiation, and business strategy - skills leveraged in cross-functional design work today.

References

- **Co-founder**, Smartkarma
- **Design Manager**, Smartkarma
- **Product Head**, Smartkarma
- **COO**, Smartkarma

(Contact details available upon request)