Swapnali Gundale

UX/UI Designer

Current Location: Kochi, Kerala

Product Designer with 10 years of experience across B2C digital experiences and B2B enterprise product design at IBM. Specialising in visual design, complex product experiences, design systems, and visual language development.

Contact details & Portfolio

Phone: +91 97029 75589

Email: swapnaligundale94@gmail.com

Portfolio Link(1):
https://swapnaligundale94.wixsite.com/swapnali-gundale

Note: Full project details are not shown due to an NDA with my current organization. Happy to walk through detailed designs in an interview

Portfolio Link(2):
https://www.behance.net/SwapnaliGundale

Portfolio Link(3):
https://www.behance.net/SwapyArtist

Skills

- Enterprise SaaS B2B
- Product Design
- UX Design
- Discovery & Research
- Product Strategy
- Information Architecture
- User Flows
- Collaboration (PM & Dev)
- Stakeholder management
- Research Planning,
- Qualitative Research
- Research Synthesis
- Usability Testing
- Insight-to-Design Translation
- Customer Experience Design
- Design Thinking
- Remote Workshop Facilitation
- Stakeholder Alignment
- Interaction Design
- Wireframes
- Prototypes
- Design Systems
- Accessibility
- User-centered Design
- Scalable Solutions
- E2E Ownership

Work History

IBM India Pvt Ltd | Advisory Visual Designer (B2B) | 11/2023- 08/2026

Ownership and end-to-end design

- Led end-to-end product design across 2 enterprise portfolios (Data & AI and Security), owning features from discovery to delivery and shaping solutions for complex enterprise workflows and business needs.
- Designed interaction models and user flows for multi-step enterprise workflows, mapping edge cases and system states into wireframes and high-fidelity prototypes that balanced usability with technical constraints.

Research and customer insight

- Partnered with UX Researchers from upfront discovery to shape research questions and approach for AI governance and data platform products, surfacing user needs, mental models, and workflow pain points across personas.
- Conducted user interviews at project kickoff to understand goals, workflows, and pain points directly from users, using their words and behaviors to frame problem statements and start concept building.
- Synthesized qualitative research and interview findings into themes and opportunity areas, translating them into design direction, user flows, and early low-fidelity concepts before committing to high-fidelity design.
- Connected research insights with product and engineering constraints to prioritize design decisions, so solutions solved real user problems and stayed technically feasible.

Concept validation and iteration

- Presented concepts to actual users in feedback meetings to gauge their perceptions and test whether proposed solutions matched their real workflows.
- Turned user feedback into design refinements, iterating concepts with stakeholders and engineering to strengthen confidence in the direction before final delivery.
- Designed persona-specific governance dashboard widgets that translate user queries into AI-generated views, validating feasibility with engineering and iterating on stakeholder and user feedback.

AI-assisted workflow

- Built an AI-assisted prototyping workflow using Carbon MCP with Figma Make: after initial ideation and stakeholder approval, automated iterations to generate multiple concept variations for sign-off, cutting time-to-stakeholder-review from a full sprint (2 weeks) to 1 week and bringing user and stakeholder feedback earlier in the cycle.

Storytelling, alignment, and leadership

- Presented research-backed design rationale across 20+ stakeholder reviews, critiques, and cross-functional workshops, building alignment on future-state experiences and speeding up better-informed decisions.
- Established visual design standards and a weekly mentorship program for 20+ designers across the organization, translating UX intent into cohesive visual patterns and consistent typography, color, layout, and composition across enterprise products.

Design systems and delivery

- Expanded and maintained a design system of 120+ reusable components and patterns, and led its governance through standardized file structures, handoff documentation, and pattern libraries that streamlined design-development collaboration while preserving visual and interaction integrity.
- Supported multiple product releases with detailed, accessibility-compliant design handoffs, ensuring implementation fidelity across web applications.

Qodequay Technologies | Visual & UX Designer (B2C) | 09/2022 - 09/2023

- Led visual design mentorship program, training 8 interns in visual design principles, design critique, and professional communication. Prepared interns to defend design decisions from both visual and experience perspectives in stakeholder meetings, making them industry-ready contributors to enterprise projects.
- Assumed interim product management responsibilities for 6 months, managing client interactions, design requests, and delivery workflows. Bridged design and development by involving engineering from project discovery through final delivery, ensuring design feasibility and seamless implementation.
- Facilitated design thinking and process alignment sessions with frontend and backend teams, turning user and design principles into actionable workflows that reduced delivery friction.
- Designed websites, landing pages, and internal dashboards for enterprise clients, delivering responsive, user-centered interfaces aligned with business objectives and brand guidelines.
- Involved engineering from discovery through delivery to validate feasibility early and keep the solution grounded in user needs.
- Led creative direction for digital marketing campaigns and product communication assets, maintaining visual consistency across multiple platforms while supporting client and organizational goals.

LTIMindtree | Visual Design & Brand Lead (B2C) | 01/019 - 08/2022

- Led corporate branding and visual design initiatives, ensuring consistent visual identity across enterprise marketing assets including corporate factsheets, case studies, POVs, and whitepapers. Translated brand guidelines into scalable design systems that aligned all corporate communications with organizational positioning.
- Designed immersive event experiences for large-scale tech exchange events in the US (sponsored by SAP HANA and Fortune 500 partners), overseeing space design, visual installations, and experiential elements that elevated brand presence and engagement at premier industry conferences.
- Owned integrated campaign creative strategy, designing cohesive social media, digital marketing, and promotional campaigns that reinforced brand voice and drove engagement across channels while maintaining visual consistency at scale.
- Redesigned the LTI Infinity marketplace by conducting user research to identify experience gaps and pain points, building the information architecture from a UX-first perspective, and redesigning the interface to streamline workflows and improve usability.

Amura Marketing Technologies | Web Designer (B2C) | 02/2017 - 01/2019

- Designed websites, microsites, landing pages, and digital marketing assets for real estate clients, creating responsive, user-centered experiences aligned with business and branding goals.
- Collaborated with developers, marketing teams, and client stakeholders to deliver high-fidelity digital experiences from concept to implementation while maintaining visual consistency across campaigns.

Startups | Junior Designer | 08/2016 - 01/2017

Certifications

- IBM Enterprise Design Thinking Practitioner
- IBM Enterprise Design Thinking Co-Creator
- IBM Enterprise Design Thinking - Team Essentials for AI
- IBM Accessibility Foundations
- IBM UI/UX Designer Professional Certificate
- UX Fundamentals: Practical Usability for Product Design
- The Design Thinking Beginner's Guide
- GenAI Fundamentals for UX Designers + Researchers

Education

2012- 2016

Bharati Vidyapeeth, Pune

Bachelor of Fine Arts (Applied Arts)

Thank You!