

# Sweksha Sinha

Atlanta- 30534 • +1 (917) 476-6689 • sweksha548@gmail.com

[LinkedIn](#), [Portfolio](#)

## SKILLS & TOOLS

**Graphic design & motion graphics:** Adobe Illustrator, Adobe InDesign, Adobe After Effects, Media Encoder, Figma

**Immersive experience design:** Unity 3D Game Engine, Autodesk MAYA, Adobe Substance 3D Painter, Augmented reality experiences using Vuforia/Blippar, Virtual reality with Oculus/Google cardboard

**Front-end web development:** HTML, CSS, JavaScript, React JS, Angular JS

**Accessibility testing:** WCAG 2.1, ARIA, JAWS, NVDA, VoiceOver, defect logging: JIRA

**Programming languages:** C, C#, Basic knowledge of Python

## EXPERIENCE SUMMARY

Immersive experience designer and developer with 4.4+ years of industry experience across varied sectors. With thorough understanding of the entire design workflow process, worked on various graphic and immersive experience design projects focusing on user experience across digital platforms. Most recent role as onsite lead for design, accessibility testing and development in Morgan Stanley involved working with cross-functional teams, as the UI/ UX teams to review current designs and suggest improvisations, QA testers and developers, ensuring the entire workflow is streamlined. Driven to develop innovative solutions for better user experience, looking for UI UX, experience designer roles to add positive, qualitative and quantifiable value to the products and services of the organization using the skills gained in the industry.

## WORK EXPERIENCE

### Tata Consultancy Services Limited, New York, USA

*ADA and UX Project Lead, Morgan Stanley*

May 2021- June 2023 (26 months)

- Review current UI UX designs and suggest improvisations to ensure conformance with web content accessibility guidelines (WCAG 2.1).
- Work on code recommendations using Web Accessibility Initiative -Accessible Rich Internet Applications (WAI-ARIA).
- Manage accessibility (ADA) testing and development for client desktop, web and mobile applications. Coordinate and work with cross-functional teams, UI/ UX teams, QA testers and developers, to ensure the entire workflow is streamlined and ADA compliant.
- Deliberate to set timelines and expectations for work deliverables, assist the team with accessibility testing and development, and work towards resolving any issues faced by the team.
- Tools - WCAG 2.1, ARIA, Figma, HTML, CSS, JS, screen reader: JAWS, NVDA, VoiceOver, defect logging: JIRA.

*Developer, Accessibility Testing, Morgan Stanley*

Oct 2020- May 2021 (8 months)

- Perform accessibility testing including keyboard & JAWS testing for client applications.
- Worked on code recommendations to fix the ADA defects identified.

### Sun Publishing LLC, New York, USA

*Graphic Designer*

Sept 2020 – Oct 2020 (2 months)

- Worked on the book cover design for the book 'Placebo and Nocebo' being published by the organization,
- Presented design prototypes using Adobe InDesign.

## **The New School, New York, USA**

### *Teaching Assistant, XR Technology*

Aug 2019 – Dec 2019 (5 months)

- Teaching assistant for 'Immersive Narratives using AR/VR' at Parsons School of Design.
- Supervised & assisted projects using C# in Unity game engine for virtual reality development in Oculus/Google cardboard; and for creating augmented reality experiences using Blippar.

### *Teaching Fellow, Web Development*

April 2019 – Aug 2019 (5 months)

- Teaching fellow, 'Web as a creative medium', for the incoming MFA Design & Technology students at Parsons School of Design.
- Introduced & trained students in front-end web development & design using HTML, CSS and JavaScript.

### *Learning Space Lab Aide, Information Technology*

Oct 2018 – May 2020 (20 months)

- Assisted students/faculty in troubleshooting Print, Web and Design software-related queries at the Learning Space Operations lab (Information Technology) at The New school.

## **Cognizant Technology Solutions, Hyderabad, India**

### *Programmer Analyst, Web Development*

June 2016 – Aug 2017 (15 months)

- Worked on the front-end development of websites using HTML, CSS, JavaScript, JSON, jQuery and Bootstrap.

## **Tech Mahindra, Noida, India**

### *Project Trainee, Verizon*

Jan 2016 – April 2016 (4 months)

- Worked on the project 'Remote Patient Monitoring System using a wearable M2M device' as a project trainee.
- Responsible for the development of the portal, backend database creation, encryption/decryption using primary & foreign key and data parsing.
- Technologies used- JAVA, HTML, Servlet, JSP, JDBC, MySQL, Eclipse IDE, Tomcat 8.

## PROJECTS

**Moving towards the dream, are we?, Immersive experience** [Moving towards the dream](#); [Xreality Center TNS](#); Publication [Moving towards the dream](#)

An immersive and speculative experience, built in Unity game engine, confronting the implications of both sea-level rise and our over-reliance on artificial intelligence to create solutions for climate change.

**Dark Patterns: Ad targeting & Dark Design Patterns, Publication** [Dark Patterns](#)

Dark design patterns in varied forms feature prominently in current websites, apps and other online medium targeting users. The publication focuses on highlighting & understanding the existence of dark patterns in the online world.

**Advocacy Posters, Graphic design** [Work](#)

Poster designs highlighting the species most endangered to climate change, facing rapid decline in their population in the past few years due to the implications of the global crisis.

## EDUCATION

### **Master of Fine Arts in Design & Technology, May 2020**

The New School, Parsons School of Design, New York, USA (CGPA: 3.84/4.0)

### **Bachelor of Technology in Electronics & Communication with Minor in Design, May 2016**

Shiv Nadar University, Greater Noida, India (CGPA 8.05/10; Minor in Design CGPA 9.75/10)