

Sweta Jasapara

UX DESIGNER

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EXPERIENCE

Customer Service Representative | Bond Brand Loyalty

SEP 2019 – MAY 2020, TORONTO, ON

- Recognized as one of the best Customer Service Rep. Ranking was based on customer satisfaction, speed of resolution and availability
- Resolved an average of 550 inquiries in any given week and consistently met performance benchmarks in all areas (speed, accuracy and volume)

Administration | DB Schenker of Canada

JUN 2019 – SEP 2019, MISSISSAUGA, ON

- Routinely collaborated with managers to correct problems and improve services
- Commended by supervisor for the ability to resolve problems and avoid escalation of issues

Senior Digital Designer | Gozoop Digital Media

NOV 2017 – JUNE 2018, MUMBAI, INDIA

- Collaborated with the team members to provide unique concepts and design for Mumbai City Football Club which resulted in increased number of followers by 60% on all social media sites
- Led projects and supervised a team of three designers which led to efficient workflow
- Reviewed and recommended changes to processes and techniques to ensure that quality and productivity are maintained
- Maintained client relationships by providing quality customer service and clear communication

Art Director | J Walter Thompson Worldwide

JULY 2014 – NOV 2017, MUMBAI, INDIA

- Created a marketing campaign for Kellogg's which resulted in 12% growth of customer base
- Built strong client relationships and provided high value-added services, which resulted in 15% increase in company's market share for Rin
- Designed a soap packaging for the brand Lux which resulted in acknowledgement by clients
- Won pitches for brands like Syntax and Morphy Richards

Assistant Creative Developer | 70 Event Media Group

MAY 2011 – SEP 2013, MUMBAI, INDIA

- Conceptualized and adapted writing style to suit the event's target audience

EDUCATION

BrainStation | Diploma, User Experience Design

JUN 2020 - SEP 2020, ONTARIO, CA

Mumbai University | Bachelors of Mass Media, Major Advertising

JUN 2006 - 2010, MUMBAI, INDIA

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Sketch, Figma, Invision, Procreate, HTML (basic)