

# Swapnil Vibhute

Senior UX Designer

## SUMMARY

Senior UX Designer with 8+ years of experience building thoughtful, user-first products across AI tools, IOT/wellness tech, and hands-on learning products. I bring a curious, systems-led approach to solving real-world problems and have a track record of leading cross-functional teams.

## WORK EXPERIENCE

### Senior UX Designer / MarkovML

NOV 2024 - PRESENT, BENGALURU, INDIA

- Led end-to-end design for CopyCompass, an AI-powered content writing platform by MarkovML, from concept to launch. Collaborated with product and engineering to deliver the full experience, including key features like grammar and writing styles suggestions, smart citations, research with multi-LLM chat, and WCAG Level A accessibility optimization.
- Designed the Data Insights module to make complex data exploration accessible to non-technical users natural language chat. Created user flows for multi-source data analysis, AI-powered chart generation, and conversational dashboard building reducing time-to-insight for business teams significantly.

### Senior UX Designer/ Hubble Connected

JUL 2021 - OCT 2024, BENGALURU, INDIA

- Designed key AI-powered features such as covered face detection, advance sleep insights and eye wellness for Hubble's latest baby monitors to help parents better monitor their baby's well-being.
- Initiated and led the design efforts of Hubble Community platform v1 from concept to launch, collaborating with executive leadership and engineering partners to align and deliver on schedule, acquiring 5k+ early adopters.

### Lead Product Designer / Magic Crate

MAR 2019 - JUN 2021, BENGALURU, INDIA

- Defined product and design strategy by translating insights from play-testing and cognitive development research into clear, child-centric design principles, which became core guidelines for the design and development of future STEM learning kits.
- Oversaw a small team of junior designers, through the end-to-end process from domain research and rapid prototyping to hands on play-testing to deliver 20+ STEM learning activities, with top kits generating up to 18k+ sales/month.

### Product Designer / Studio 're'

NOV 2016 - MAR 2018, AHMEDABAD, INDIA

- Developed a hybrid solar cooker for urban scenarios and a compact RO purifier from concept to final full scale working prototypes with the closest available materials for testing.

### Design associate / IDC, IIT Bombay

JUL 2012 - MAR 2013, MUMBAI, INDIA

- Contributed to user research, concept generation, 3D modelling & prototyping for the 'Ergonomic seat design project for EMU drivers of Mumbai Railways'. The final design improved visibility and comfort through optimized hand and foot rests.

## CONTACT

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## EDUCATION

### National Institute of Design

M.Des Product Design

2013 - 2016, AHMEDABAD, INDIA

### D.Y.Patil Institute of Technology

B.E. Mechanical

2008 - 2012, PUNE, INDIA

## SKILLS

System thinking  
Journey mapping  
Low-to-High fidelity prototyping  
Interaction design  
Usability testing

Design strategy  
Project management  
Mentorship  
Stakeholder management  
Cross-functional collaboration

Figma  
Adobe Creative Suite  
Heap Analytics  
Zeplin

## INTERESTS

Paper cutting  
Origami  
Model making  
Gardening