



SWETHA M

swetrials98@gmail.com | 8248210978 | swethamathiyalagan.com | linkedin.com/in/swetha-m-babb11201/

WORK EXPERIENCE (2 YEARS)

Life in frame photography

04/2025- Present

Experience Design & Research

- **Built Wedlink from 0→1 : Application Prototype:** Conceived, prototyped and tested a hiring platform for the informal workforce in wedding industry
- Mapped multi-stakeholder ecosystem (clients, planners, vendors, logistics partners).
- Conducted 30+ vendor interviews, competitor landscape analysis, and service journey audits.
- Identified systemic inefficiencies in the wedding ecosystem, uncovering unmet needs around payment reliability and talent discovery.
- Designed and implemented a trust architecture, incorporating verification, milestone-based escrow payments, neutral dispute resolution, and standardized work contracts.
- **Outcome:** Launched prototype to early users, synthesized structured feedback and iterated towards scaled build-out.

Design Strategy

- **Repositioned Life in Frame Photography into LIF Studio:** Commoditized wedding photography into a Premium Experiential Design studio for the South Indian market. defined target segments, instituted value-based pricing, and architected an end-to-end service delivery model.
- Launched and led a new luxury decor vertical, "The Creative Culture"; hired and built a cross-functional team (design, vendor operations, procurement, logistics) to execute 6 high-value projects with consistent quality and on-time delivery.
- Strengthened brand perception in a new premium segment, increasing word-of-mouth referrals and repeat demand.
- Streamlined workflows, reducing operational breakdowns and lowered operating expenses by 33%.
- **Outcome:** Generated ₹35 lakhs in revenue from new market entry within 6 months.

Eat drink and party.

03/2024- 03/2025

Service Design

- Redesigned large-scale event execution systems by mapping the vendor ecosystem of EDP, performed service blue print and customer journey mapping.
- Reduced onboarding time for new members by standardizing workflows and documentation.
- Converted tacit operational knowledge into repeatable systems
- Executed end-to-end delivery of 10+ large-scale events; implemented and refined proposed system on-ground to ensure seamless delivery.
- **Outcome :** Improved production cost efficiency by 2x and optimized scalability for seasonal high-demand periods

Shell

09/2023-02/2024

User Research (Internship)

- **Research & Service design hub (Shell's RSH) - Application prototype** - Conceived, prototyped & a scalable centralized research repository tailor-made for Shell's EXD team
- The research repository designed to systematize knowledge in Shell's experience design team. Thereby improving visibility of past learnings and cross-functional awareness of design capabilities.
- Conducted in-depth qualitative interviews with seasoned service designers & User researchers within Shell's Experience Design team (EXD)
- Through thematic coding, Identified process bottlenecks in knowledge sharing and research adoption, translating findings into structured documentation and governance recommendations.
- **Outcome :** Usability testing for the prototype to integrate with the Shell design system in future.

EDUCATION

M.Des - Strategic design management

National Institute of Design 2021-2025

B.Arch - Architecture

Anna University, MSOA 2016-2021

INDUSTRY- ACADEMIA PROJECTS

Gujarati movie "Shubh Yatra"

Presented innovative movie promotion strategies for the movie Shubh yatra (by National Award winning director Manish Saini), with executable budget-friendly strategies.

Organisational Design - eSec Security consultants

Studied existing business environment, identifying areas of improvement, key business opportunity, provision of a strategic roadmap for the future.

TOOLS

Figma | Miro | Canva | Adobe PS | Lovable | Cursor

SKILLS

- User Research & User Experience Design
- Project & Stakeholder Management
- Digital innovation strategy
- Service design
- Prototyping, Usability testing