

Urvi Kulkarni

PRODUCT DESIGNER | Currently pursuing Master's in HCI

Based in Indianapolis, US | Open to relocating

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urvikulkarni.com

EXPERIENCE

UX Design Specialist | Dassault Systemes

May 2021 - June 2022 / Pune, India

- Designed end-to-end experiences for the **3DExperience platform**, a product lifecycle management platform that allows businesses to design, simulate, and collaborate. This currently impacts **20,000+ customers worldwide**.
- Designed travel authorization and expense management tool, which **reduced the task completion time by 47%**.
- Conducted **background research, semistructured interviews** and **collaborated with a cross-functional team** of product managers, engineers, and UX designers to iteratively design **high-fidelity interactive prototypes** of travel authorization tools using the company's **design system**.
- Mapped the manual expense reporting process, listed opportunities for design intervention, and conducted a **remote user testing session** to propose a new solution, which **decreased the input time by 70%**.
- Executed a **form analysis** on existing hiring forms in the recruitment application to identify usability issues, created two versions and **used A/B testing** to determine the optimum experience that minimized the user's input time.

UX & UI Designer | Webonise Lab

Jun 2019 - May 2021 / Pune, India

- Designed the experience for a unified audience platform by ConveX Digital, tool marketers use to identify potential customers and create user segments and personalized marketing plans. This led to an increase in **conversion rate by 32.1%** for the clients.
- Worked in an Agile environment to conduct **competitive analysis** and **define information architecture, wireframes**, and **visual design** for actionable dashboards, customer profiles, and segment creation.
- Increased the subscription conversion rates by 36%** for a leading aviation news website in the United States by proposing usability improvements after **conducting heuristic evaluation** and **form analysis**.
- Collaborated with the marketing team to **analyze the data from CRM platforms** and **heatmaps** to design conversion rate-optimized websites for domains like edtech, esports, and fintech.

EDUCATION

MS, Human-Computer Interaction | Indiana University, Indianapolis

Aug 2022 - May 2024 (Expected)

BFA, Applied Arts | Pune University, Pune

Grade - First class with Distinction / Jun 2015 - May 2019

SKILLS

User Experience Design
User Interface Design
Domain Research
User Research
Competitive Analysis
Heuristic Evaluation
Form Analysis
Usability Testing
Rapid Prototyping
Wireframing
Information Architecture
User Personas
User Flow
Branding
Survey & Interview

TOOLS

Figma
Axure RP
Sketch
Invision
Adobe Photoshop
Adobe Illustrator
Miro
JIRA
Zeplin

ACCOMPLISHMENTS

Applause Annual Award
Dassault Systemes (2021)
Awarded for outstanding contribution towards organizational objectives

Best UI - Elective
Bharati Vidyapeeth Annual Exhibition (2018-19)

VOLUNTEERING

CUTC 2022
Design Co-Lead for the Canadian Undergrad Tech Conference.