Richa Kulkarni

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New York, New York

Product Designer | UX Designer

Education

MS in Information Experience Design
Pratt Institute 2020

Bachelors in Architecture
Sinhgad College of Architecture 2017

Skills

Design
Illustration
Visual Design
Wireframes
Mockups
Video Editing
Data Visualization
Strategy and Vision
  Presentation

Research
User Research
Cognitive Walkthrough
A/B Testing
Remote User Testing
Information Architecture
Self Log Management
Digital Analytics
Data Analytics

Tools
Adobe XD
Figma
Photoshop
Illustrator
Indesign
Balsamiq
Carto
Tableau Public
Google Analytics

Language
HTML
CSS
JavaScript

Experience

UX Designer - Thryv, Remote   Jun 2021 - Present

Thryv.Inc is a Saas company with a product for business management catering small to medium size businesses.
- Led UX design efforts in agile design process for ThryvPay, achieving a SUS score of 8.6 through usability testing among +20k users.
- Coordinated with cross-functional teams to create a design system, enhancing design consistency across 8 products.
- Collaborated with the product-led growth team to standardize in-product user communication using Pendo.
- Developed user-focused solutions for the Signatures platform resulting in a 70% positive response rate.

UX Design Consultant - Freelance, Remote   Apr 2021 - May 2021
- Collaborated remotely with product owners to ideate and prototype a responsive social investing platform.
- Conducted competitive analysis, interaction design, and UI design to deliver impactful solutions.

UX Design Intern - Appetizer Mobile, Remote   Jun 2020 - Dec 2020
- Apply design thinking principles to deliver user-friendly mobile B2C services screens on Figma under the leadership of product owners.
- Created comprehensive UX design documentation with product requirements, competitive analysis, user scenarios, & more.

UX Design Consultant - Center for Digital Experience   Jan2019 - May 2020
- Ideated innovative solutions for 4 B2C products, collaborating with a UX design team using Adobe XD and Figma.
- Enhanced navigation success rate by 26% through strategic information architecture based on user research.
- Evaluated usability testing feedback, increasing intuitiveness by 10% for a website.
- Leveraged web analytics and user research to drive design decisions and improve customer experience.
- Shared solutions and recommendations with clients in storytelling format

Graduate Assistant - Pratt Institute   May 2019 - Aug 2020
- Managed visual design for marketing and advertising materials, including promotional videos using Photoshop.