Prachi Kulkarni

UX / UI Designer | Product Designer

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CORE SKILLS

Software
Figma
Adobe XD
Sketch
Invision Studio
Miro
FigJam
Maze
Confluence

UX Design
Wireframing
Prototyping
User Research
Persona
Accessibility
Sitemap
Responsive Design
Interaction Design
Usability Testing

Programming
HTML
CSS

Domains
Telecom
eCommerce
Retail

CERTIFICATIONS

Human-Computer Interaction,
Interaction Design Foundation

Google UX Design,
Google

SAFe Agilist,
Scaled Agile Inc

Frameworx Foundation Level,
TMForum

ACHIEVEMENTS

Tech Mahindra Award
'Digital Warrior' award for UX design of virtual assistant.

Global Telecom Awards 2023
Finalist Team in 'Advancing Artificial Intelligence' category

EDUCATION

Masters in Computer Management
University of Pune, India - 2005

Bachelors of Commerce
Maharaja Sayajirao University of Baroda, India - 2003

WORK EXPERIENCE

01/2020
Present

Three UK / Tech Mahindra | Maidenhead, UK
UX/UI Designer

- Design omnichannel experiences across web, mobile, app, and CRM for a £200m+ digital transformation program.
- Perform research, competitive analysis, identify user pain points.
- Design annotated wireframes & interactive prototypes.
- Collaborate with UX researchers, designers, product owners, and developers to ship user-centric, pixel perfect, accessible designs.
- Assist the Design System team in evolving the Design System.
- Deliver information architecture, journey maps, personas, empathy maps, journey flows, digital storyboards.
- Support the team to perform usability testing.
- Follow design principles to meet W3C accessibility guidelines.
- Work collaboratively in agile sprints with various stakeholders.

01/2024
04/2024

Tech Mahindra | Reading, UK
Product Designer

- Designed chatbot for seamless experience across all platforms
- Enhanced user engagement through intuitive conversational flows

01/2016
12/2019

Temad Collections, ATMKollectionz, Elle Won, Frangipani (via AA Digital) | UK
UX/UI Designer, Digital Consultant

- Provide strategic guidance and design e-commerce websites for retailers to launch their businesses and achieve early growth targets.
- Assist businesses in creating and refining their brand identity
- Design cross-platform shopping experiences (desktop, mobile, tablet) for seamless user interactions.

01/2016
12/2019

ESSA Health (via AA Digital) | UK
UX/UI Designer, Digital Consultant

- Design responsive website for medical tourism provider - ESSA Health.
- Create brand identity, ensuring consistency and appeal across digital platforms.

01/2016
12/2019

Ventura Shipping (via AA Digital) | UK
UX/UI Designer, Digital Consultant

- Design responsive website for logistics company - Ventura Shipping.
- Branding and Social media integration

01/2011
09/2012

NTT Data | Pune, India
UX/UI QA Engineer

- Conduct Selenium-based testing and test automation.
- Collaborate with designers, developers, and product managers to prioritize UX enhancements based on test findings and user feedback.
- Identify, document, and track UX/UI bugs and inconsistencies.
- Ensure WCAG compliance for accessibility.

09/2006
02/2009

Aumtech Infosoft | Pune, India
UX/UI QA Engineer

- Conduct Selenium-based testing and test automation.
- Ensure WCAG compliance for accessibility.