CHARUTA KULKARNI

UX/Product Designer | Ex - Architectural Design Lead

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DESIGN PHILOSOPHY

Design intuitive experiences that are delightful for users, drive business value, and improve people's lives.

EDUCATION

Product Design Certification
Springboard

Certificate in Urban Design
University of Cincinnati, Ohio

MS Urban Planning
University of Cincinnati, Ohio

Bachelor in Architecture
JJ School of Architecture,
University of Mumbai, India

SKILLS

Research
- User Research
- Usability Testing
- Storyboarding
- Affinity Mapping
- Heuristic Evaluation
- Ideation
- User Flows
- Personas & User Flows
- A/B Testing

Design
- Ideation
- Sketching
- Wireframes
- Rapid Prototyping
- Interaction Design
- Low/High Fidelity Mockups
- Visual Design
- Information Architecture

TOOLS

Figma
Miro
Sketch
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
SketchUp
ArcGIS
AutoCAD

I'm a dedicated and driven UX Designer with multi-disciplinary design background and experience building enterprise (B2B) and consumer (B2C) products. Passionate about building experiences and bringing simplicity to complex products. I am proficient in UX/UI design, prototyping, and user centered principles & methodologies.

EXPERIENCE

Product Designer
Mine AI   Jun 2022 - Mar 2023

- Led the design development of mobile app from concept to high-fidelity mockups through wireframing, sitemap, flow diagrams, and user-flows, resulting in 90% user satisfaction.
- Collaborated with front-end development team to efficiently deliver the core product in 4 months by establishing design systems.
- Designed the brand elements like product website, logo, icons, splash screens while adhering to IOS and Android guidelines that sped up the processes by 50%.
- Responsible for validating the product idea with the business development team and also running the usability testing that improved user satisfaction by 80%.

User Experience (UX) Designer
Ruby for Good (Volunteer)   Mar 2022 - May 2022

- Responsible for designing a scalable web-based dashboard for an international non-profit organization enhancing the operations by 80%.
- Managed an international front-end team to deliver the product within time and resource constraints. Stepped up to be the project manager and pivoted the MVP to achieve 60% of the product built.
- Served as main point of contact with clients and developers to analyze user needs.

Product Design Bootcamp Fellow & UX Consultant
Springboard   Apr 2021 - Jan 2022

- Developed an enterprise product to simplify real estate project development processes that would increase user productivity by 3x.
- Successfully identified the core user problems by conducting extensive user research with 10 participants. Developed a solution that resulted in 75% customer satisfaction..

FutureFund (Internship via Springboard)

- Designed UX and UI for a fintech startup undergoing pivot and unblocked the launch.
- Researched, analyzed, and designed the end-to-end "financial advisor" workflow.

Project coordinator & Job Captain (Architecture)
Hunt, Hale, & Jones Architecture, San Francisco   Feb 2018 - Sept 2021

- Designed & developed residential projects with 1 to 136 homes, up to $100M in revenue.
- As job captain, coordinated design requirements and development with internal stakeholders, clients, external consultants, and city officials.

GIS Analyst/UI Designer
Apple   Jan 2017 - Jan 2018

- GIS expert for redesigned Apple maps (launched in 2018). Designed, digitized and performed quality check transportation and infrastructure features using UI standards and guidelines.