RUTUJA KULKARNI

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WORK EXPERIENCE

Deloitte X SCADpro   **Savannah, GA**
Contract Based UX Designer   *Aug 2023 - Oct 2023*

- Developed comprehensive user personas and conducted usability testing to enhance the B2B SaaS user experience website design, resulting in a 20% increase in user satisfaction metrics.
- Implemented agile design methodologies to streamline the development process, reducing overall project timelines by 15% while maintaining high-quality deliverables.
- Collaborated with cross-functional teams to prioritize features and functionality based on stakeholder feedback, leading to a 10% increase in user engagement metrics.

BMW X SCADpro   **Savannah, GA**
UX Designer   *Mar 2023 - Jun 2023*

- Led a team of 15 professionals at SCAD, partnering with BMW to develop a visionary customer experience that embraces the metaverse concept.
- Executed user testing cycles by designing low-fidelity mockups to understand user motivations, leading to a 15% decrease in bounce rate and an increase of 10% in conversion rates.
- Worked closely with cross-functional teams to establish a cohesive and user-centric product vision, resulting in an improved overall satisfaction rating of 30%.

Cognizant Technology Solutions, CTS   **Pune, India**
Associate UX Designer   *Feb 2022 - Jul 2022*

- Led design initiatives and conducted heuristic evaluations and competitive analyses to identify design improvements.
- Collaborated with PM's to ensure design feasibility and implement design solutions in a timely manner, orchestrating end-to-end processes that resulted in a remarkable 10% increase in user satisfaction.
- Developed prototypes for testing and presentation purposes.
- Collaborated effectively with cross-functional teams to develop a cohesive and user-centric product vision, enhancing overall product quality and usability.

DVista - Digital Consultancy   **Nagpur, India**
UX/UI Designer   *Jan 2021 - Jan 2022*

- Demonstrated effective project leadership through collaborative stakeholder engagement and diverse UX methods from research to handoff, resulting in 90% user satisfaction rate.
- Supported end-to-end research on projects of varying scale, employing both qualitative and quantitative methodologies.
- Streamlined navigation for websites by analyzing user behavior and implementing effective design elements.
- Implemented user testing and feedback loops to continuously iterate on the design system, resulting in a 15% decrease in bounce rates and a 10% increase in conversion rates.

EDUCATION

Savannah College of Arts and Design (SCAD)   **Savannah, United States**
Masters in Arts (MA) in Interaction Design (HCI) GPA:4.0   *Graduation Date: Mar 2024*

Woxsen University, School of Design   **Hyderabad,India**
Bachelors in Design (B.Design) GPA:3.84   *Graduation Date: Aug 2021*

SKILLS

User Experience Design, User Research, Design Thinking, Human-Centered Design, Usability Testing, Information Architecture, Wireframing, Prototyping, Visual Design, Interaction Design, Figma, Adobe Creative Cloud, Sketch,

Skills: InVision, Agile Methodologies, Problem Solving, Collaboration, Communication, Analytical Thinking, Flexibility, HCI (Human-Computer Interaction), Human Factors, User Interface (UI) Design, Task Analysis, Persona Development, Survey Design, User Testing, Storyboarding, Tactile Methods, Conversational User Interaction, Design Concept Development