Neha Keshav Kulkarni

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User-centric innovator utilizing data analytics to design impactful products that balance customer satisfaction with business goals.

ABOUT ME

Experienced design leader specializing in user-centered solutions for fintech, edtech, e-commerce, and healthcare. Proven track record in B2B, B2C, enterprise, and SaaS products, including work on Zelle, Instagram, and Facebook shops and data visualizations for various industries.

Expertise

- User-centered design
- Design systems
- Cross-functional collaboration
- Agile & lean UX
- Data-driven design
- Behavioral design
- User research
- Generative AI integration

Skilled at translating complex requirements into intuitive designs, managing projects end-to-end, and balancing stakeholder needs with user expectations. Leverages GenAI to enhance productivity, streamline processes, and inform design decisions. Seeking opportunities to drive digital product success through transformative design strategies.

Skills: UX Design, UX Strategy, Service Design, Stakeholder Workshops, Mixed methods research techniques, Storytelling, Value proposition, Design Sprints, Customer Experience, Conversational User Interfaces, Wireframing, Prototyping, Usability testing, Content Strategy, Information Architecture, UX Writing, Design Systems, Competitive Analysis, Agile methodologies.

PROFESSIONAL EXPERIENCE

UX Design Lead, Indiana University - United States (Remote) September 2023 - Present

- Leading a team of designers and researchers in crafting workshops and conducting studies on museum visualization interactions to enhance guide-visitor engagement.
- Spearheaded UX research efforts, boosting actionable insights by 30% and catalyzing significant product enhancements.
- Improved assistive technology usability by 24% for visually impaired users through mixed-method research, balancing functionality with privacy.

Senior Content Designer, Meta Platforms Inc. - United States (Remote) September 2022 – June 2023

- Developed product recommendation strategy for Facebook and Instagram shops, increasing GMV and ROAS.
- Designed experiments with researchers and data scientists, boosting conversion rates by 10%.
- Led accessibility initiative across Meta's Commerce platforms, achieving WCAG 2.1 compliance.
- Implemented accessibility tags in Figma, reducing development time substantially.
- Elevated user satisfaction score by 10% by implementing tailored, user-friendly shopping interfaces.

UX Design Lead, Securitas Technology - Indianapolis, IN (Remote) January 2022 - December 2022

- Created data visualizations with the analytics team, improving marketing strategies and product traffic by 8%.
- Utilized Jobs to be Done framework to enhance product-market fit, saving development costs.
- Launched AI Chatbot for customer self-service.
- Implemented self-service insights dashboard, boosting lead generation by 20% and marketing efficiency by 30%.

UX Lead, Indiana University - Indianapolis, IN (Hybrid) January 2021 - December 2022

- Led accessibility research for NSF and Google-funded projects, developing an auditory keyflow solution that increased visually impaired users' typing speed by 30%.
- Managed NSF-funded crisis response caregiving systems study, improving coordination efficiency by 25%
- Implemented AI-powered tools for faster research analysis.
- Designed and executed full-cycle research studies, from recruitment to actionable insights reports.

UX Design Lead, TietoEVRY - Pune, India (On-site) January 2019 - December 2020

- Reduced support costs by 15% by addressing inefficiencies in Tieto's education solution.
- Led stakeholder workshops to identify issues and refine UX strategy and product roadmap to boost user satisfaction.
- Enhanced GDPR and WCAG 2.1 compliance score by 30%.
- Developed Edlevo design system, increasing design efficiency by 35%.
- Standardized product copy across Nordic markets, boosting content consistency by 15%.

Senior UX Designer, Fiserv - Pune, India (On-site) September 2014 - January 2019

- Led pre-sales for UX CoE and enabled two significant wins.
- Drove 28% YoY transaction value increase for Zelle® through end-to-end design.
- Optimized TransferNow® for faster transactions in top US banks.
- Increased BillMatrix® customer satisfaction by 40% via redesign.
- Reduced LoanServ® task errors by 12% through UI improvements.
- Conceptualized a bill payment tablet app prototype, validating product-market fit for under $10,000.

Experience Writer, Self-Employed - Pune, India June 2009 - September 2014

Crafted compelling product copy, managed content teams, and created diverse content across platforms, enhancing user experience and driving engagement through unified messaging and creative storytelling.

EDUCATION

Master of Science in Human-Computer Interaction, Indiana University Indianapolis, Indianapolis, IN
Master of Business Administration, FLAME University, Pune, India
Bachelor of Commerce, Pune University, Pune, India

TOOLS

- **Prototyping & Collaboration**: Axure, Figma, Adobe XD, Sketch UXPin, Balsamiq, ProtoPie, InVision, Paper sketches, Miro, Figjam, Mural, LucidCharts, and Physical whiteboards
- **Storytelling, Annotations and Documentation:** Powerpoint, Slides, Keynote, Axure, MS Word, Google Docs, LaTex
- **Product Management:** JIRA, Azure DevOps, Trello, Asana
- **Research & Design Validation:** UserZoom, UserTesting, Google Forms, Qualtrics, Google Analytics, G Suite

CERTIFICATIONS

Generative AI (Google Cloud), **HTML & CSS, Storytelling for Design, Product Management** (LinkedIn Learning), **Enterprise Design Thinking Practitioner & Co-Creator** (IBM)

PUBLICATIONS

CHI 2022: Designing for Families in Children's Hospitals, Read more; CSCW 2022: Role Theory in Designing for Caregiving Teams, Read more