

Shubham Kulkarni

Philadelphia, Pennsylvania, USA | +1 267-910-9022 | shubhamkulkarni.work@gmail.com | [Portfolio](#) | [LinkedIn](#)

EDUCATION

Master of Science in User Experience and Interaction Design
Thomas Jefferson University

Aug 2021 – Dec 2022
Philadelphia, Pennsylvania, USA

Bachelor of Mechanical Engineering
Sinhgad College of Engineering, Pune University

Aug 2013 – Nov 2016
Pune, India

WORK EXPERIENCE

Product Designer
[Qurate Retail Group \(QVC\)](#)

May 2022 – Present
West Chester, Pennsylvania, USA

- Created and implemented a comprehensive research toolbox comprising various research methods to guide and facilitate the research process, enabling effective communication of the findings.
- Utilized ContentSquare to collect quantitative data and customer insights, revealing existing issues and opportunities on the QVC website. Conducted heuristic audits to identify areas for improvement and recommended short-term and long-term strategies to enhance the overall user experience while adhering to accessibility standards.
- Conducted A/B tests and unmoderated usability tests on UserTesting platform to evaluate the effectiveness and usability of web and mobile interfaces, resulting in improved user engagement and conversion rates.

UX Designer
[Koru UX](#)

Jan 2021 – Jul 2021
Pune, India

- Collaborated with product teams and engineers to regularly evaluate and document requirements.
- Ideated around user problems and framed out the solutions with outputs including sketches, wireframes and prototypes. Communicated design recommendations from a technical standpoint to seamlessly work with clients' in-house/outsourced product teams.
- Maintained and updated design systems for new and legacy products in US Healthcare & Pharma industry.

UX/UI Designer
[Webonise Lab](#)

Jan 2019 – Jan 2021
Pune, India

- Operated in an Agile environment to lead design initiatives and presented multiple design iterations to clients and Key Stakeholders, demonstrating efficient communication skills.
- Increased the conversion rate of an e-commerce website by 11% by conducting Heuristic Evaluation, Competitive Analysis, and redesigning user flows. Created wireframes & Interactive UI Mockups for web and mobile platforms throughout the product lifecycle.
- Contributed to the visual design of an esports betting mobile application on both android and iOS platform.
- Shipped 100+ screens for multiple B2C projects by working closely with front-end developers (React, React Native, Magento) to produce technically feasible designs.

SKILLS

UX Design: Moderated & Unmoderated Usability Testing, User Interviews, Market Research, Secondary Research, Heuristic Evaluation, UX Strategy, Affinity Mapping, User Personas, Information Architecture, Competitive Analysis, Wireframing, Prototyping, Visual Design

Research, Design and Collaboration Tools: ContentSquare, UserTesting, Qualtrics, Sketch, Figma, Invision, Zeplin, Adobe Suite, Basecamp, Jira, Miro, Trello

Soft Skills: Analytical Thinking, Critical Thinking, Conceptual Thinking, Team Collaboration, Data-Driven Decision Making, Detail-Oriented, Excellent Communication Skills, Project Leadership, Time Management