

KETAKI HALDIPURKAR

SUMMARY

Experienced and versatile Lead UI/UX Designer with 14 years of expertise in creating user-centered designs that drive engagement and brand recognition. Known for a collaborative approach that bridges business, design, and engineering, Ketaki has a proven track record in agile environments, startups, and established companies. Skilled in leading cross-functional teams and mentoring designers, she excels in building cohesive visual systems that enhance user experience, accessibility, and consistency. Ketaki combines a strong technical foundation with a creative vision, delivering impactful design solutions that increase user engagement, streamline processes, and strengthen brand identity.

SKILLS

DESIGNS USING

End-to-End Design process (since 2012), User Centered Design, Agile development, WCAG accessibility guidelines, Current global UX patterns, Atomic design system

LEADS END-TO-END DESIGN PROCESS, which includes:

Design Strategy, Concept Development
Design thinking & brainstorming sessions,
Lean research methods and usability tests,
Storyboards Information architecture, Site-
maps, User-flow, Wireframes, High fidelity
mock-ups, Design specs & Design QA
Responsive Design (Desktop, tablet and
mobile)

Design Tools

Figma, Miro, Sketch, Abstract, InVision,
Adobe cloud, InVision, Axure, Balsamiq

FRONT END LANGUAGES

HTML, CSS, JavaScript, jQuery, React

PRODUCTIVITY TOOLS

Azure, Confluence, Jira, Microsoft Office
Suite, Visio

COMMUNICATES in

English; also speaks (native) Hindi, Marathi,
Konkani

Lead UI/UX Designer

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RELEVANT EXPERIENCE TO THIS POSITION

Customer-Focused Problem Solver: I have a strong track record of designing intuitive, impactful solutions that address user pain points while meeting business goals. My experience creating accessible and inclusive designs ensures that everyone, regardless of their background, has a seamless experience.

Leadership and Collaboration: I've led design teams, mentored junior designers, and partnered closely with cross-functional teams to deliver successful projects. I thrive in collaborative environments where big ideas are shaped into meaningful, user-centered products.

Innovative and Data-Driven Approach: My work often blends creativity with insights from research and analytics, enabling me to create designs that resonate with users and drive measurable results. I'm excited about the opportunity to bring this balance of innovation and strategy to your team.

EXPERIENCE

- Lead Product Designer

03/2025 - Present

Intuit

Mountain View, CA

 - Led UX efforts for the employee experience - Growth and innovation team, driving strategic improvements for Intuit's internal portal used by 10K+ employees.
 - Conducted competitive analysis, identifying 4 key opportunity areas that informed roadmap prioritization.
 - Developed a behavioral science framework to guide product decisions and design experiments, enhancing employee engagement and decision-making.
 - Designed a scalable notification strategy that streamlined communication, reducing noise and increasing task completion rates by an estimated 30%.
- Freelance UI/UX Designer

02/2024 - 02/2025

Self employed

Newark, CA

 - Freelancing interaction or UI/UX design to helping several startups build their products.
- Lead Product Designer (Full-time)

06/2021 - 02/2024

Strivr

Palo Alto, CA

 - Led the redesign and development of a VR product portal, expanding client base reach by 75% through a user centered approach.
 - Enhanced user focus by gathering feedback and implementing data-driven metrics for continuous improvement.
 - Created a cohesive visual design system, boosting brand recognition and engagement by 25%.
 - Mentored junior designers in accessibility (WCAG) standards and visual design, improving user experience and brand consistency.
 - Collaborated with cross-functional teams to refine design concepts, implement data-driven improvements, and align with project goals.
- Senior Product Designer (Contract)

05/2019 - 05/2021

Chegg

Santa Clara, CA

 - Revamped the design of Chegg Study, the company's top-selling product, achieving a 68% increase in engagement and a 23% boost in conversion rates by applying user-centric designs.
 - Developed rapid prototypes for C-suite product proposals, supporting high-impact decision-making with clear, strategic concepts.
 - Contributed to the redesign and development of the style guide library, ensuring design consistency and scalability across platforms.
- Sr. UI/UX Designer (Contract)

01/2018 - 04/2019

ServiceNow

Santa Clara, CA

 - Redesigned the Employee Portal (B2B Product) and multiple app interfaces, integrating user feedback for improved functionality resulting in 100% increase in user engagement.
 - Collaborated with cross-functional teams to implement a new visual design system and library, boosting user satisfaction and engagement.
 - Optimized the design process by establishing consistent templates, reducing design iterations by 20% and cutting time-to-market for new features by 25%.

EDUCATION

Interaction Design Certification

University of California

08/2013 - 06/2014

Santa Clara, CA

- Created website for Yoshi Restaurant, Bubu baby lifestyle products

Master of Design

Indian Institute of Technology of Bombay (IIT Bombay)

06/2007 - 06/2009

Mumbai, India

- Won ASIFA International- Award of Excellence in Student Film Category.
- International award of animation film. Same film screened in Spain, Portugal, Australia, etc. at International Film Festivals.
- Stood first in class, across all semesters, with a consistent score of >95%.
- IIT is an Ivy League School equivalent, with an acceptance rate of 0.5%. I was a scholarship student at IIT.

Bachelors in Graphic Design

Abhinav Kala Mahavidyalaya

06/2001 - 06/2006

Pune, India

- Stood 6th in state merit list.
- Campaign chosen for display at State Art Exhibition [only 100 entries chosen all Over India].
- First place: Best Illustration Award; Best Student Award; Most Outstanding Campaign (2006).
- Student Head representative [raised funds & built Computer lab and Photography dark room in college]; Cultural program Coordinator (2005).
- First place: Best Illustration Award; Best student award; Best student of Collage Award.

EXPERIENCE

Mom

05/2017 - 12/2017

Maternity break

Fremont, CA

- **Enhanced agility and responsiveness**, achieving near-perfect success in preventing pacifier drops.
- **Improved adaptability and problem-solving skills**, react promptly, enabling quick, decisive actions in any chaotic environment.

Senior Product Designer (Contract)

07/2016 - 04/2017

Cisco

Santa Clara, CA

- **Redesigned Cisco Learning Network Store and Directory** with a user-centered approach, using usability testing and user research, resulting in a 87% increase in user engagement and a 45% boost in sign-up conversions.

Senior Product Designer (Contract)

12/2015 - 06/2016

ClearStory Data

Palo Alto, CA

- **Redesigned a complex cloud-based Business Intelligence tool**, improving ease of use and user flow with user-centered methodologies.
- **Conducted user tests and interviews** to gather insights for design optimization.
- **Collaborated with cross-functional teams** to refine the visual design system, achieving a 20% increase in engagement and eliminating 100% design inconsistencies.

UI/UX Designer (Contract)

09/2014 - 11/2015

Kaiser Permanente

Oakland, CA

- **Collaborated on developing a visual design system** for future projects, ensuring a consistent and seamless user experience.
- **Redesigned key sections** of the adaptive website—search results, booking flow, pregnancy section—enhancing user experience and boosting engagement by 65%.

Product Designer (Contract)

01/2014 - 08/2014

Carelucent

Pleasanton, CA

- **Designed a responsive corporate website and logo** (desktop, tablet, mobile), enhancing brand recognition and receiving positive feedback at the HIMSS healthcare conference.

Product Designer (Contract)

08/2013 - 12/2013

CrowdMed

Daly City, CA

- **Transformed CrowdMed's desktop app** into a responsive mobile app, increasing user engagement by 58%.
- **Designed and implemented icons, illustrations, and infographics** to enhance the company's web marketing effort.

Sr.Art Director (Full-time)

06/2011 - 07/2013

Mindtickle

Pune, India

- **Led creative direction** for gamification projects targeting Fortune 500 companies and educational institutes, boosting team efficiency by 30%.
- **Managed a team of Visual and Interaction Designers**, improving productivity and streamlining project workflows.
- **Crafted visual design strategies** for Mindtickle's marketing and website assets, driving a 20% increase in website traffic.

Founder + Lead Designer (Full time)

08/2009 - 04/2012

Yelloh

Pune, India

- **Founded and scaled a design studio** serving clients across 12+ industries, specializing in communication, animation, and product & interaction design.
- **Led brand identity, publication, and exhibition design** projects, also including weekly comic strips and book illustrations for high-profile clients.
- **Directed team leadership and project management**, hiring and guiding a team of 2–10 designers and animators on successful, time-sensitive projects.