

KETAKI HALDIPURKAR

SUMMARY

Lead Product Designer with 15+ years of experience designing end-to-end, user-centered digital products that drive engagement, growth & business impact across startups and enterprise environments. Recently completed Stanford's UI/UX Design for AI Products program and now run an AI-native design workflow, using AI for research synthesis, iteration & design-to-code while maintaining a high bar for usability and trust. Partners closely with product, engineering, and research to shape experience strategy for different audiences, solve complex problems, and deliver scalable, accessible solutions. Leads teams, mentors designers, and builds high-quality design systems grounded in data, accessibility & AI-informed decision making.

SKILLS

Design Skills

User-Centered Design · Design Strategy ·

Design Thinking · Lean UX · User Flow ·

Information Architecture · Wireframing ·

Prototyping · High-Fidelity UI · Agile ·

Responsive Design · Design Systems ·

Atomic Design · WCAG Accessibility ·

Usability Testing

AI-native workflow

AI-assisted Research Synthesis · Ideation ·

UI Variant · Design-to-code Collaboration

Design Tools

Figma · Sketch · InVision · Abstract · Miro ·

Adobe Creative Suite · Axure · Balsamiq

Front End Languages

HTML · CSS · JavaScript · jQuery · React

Productivity Tools

Jira · Confluence · Azure DevOps ·

Microsoft Office · Visio

Lead Product Designer

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EXPERIENCE

Lead Product Designer (Contract)

01/2025 - 08/2025

Intuit

Mountain View, CA

- Shaped UX strategy for Intuit's internal employee portal (10K+ users), driving roadmap priorities with cross-functional product and engineering stakeholders.
- Led competitive analysis across 4 opportunity areas, directly informing product roadmap decisions for the employee experience platform.
- Built a behavioral science framework adopted by the product team to guide design experiments like A/B testing, improving employee engagement and decision-making quality.
- Designed a scalable notification system in Figma + Miro that reduced communication noise and increased task completion rates by 34%.
- Adopted an AI-native workflow across projects, using AI to synthesize user feedback into themes, explore UX/UI options, and draft implementation-ready design documentation, while keeping final decisions rooted in research and data.

Lead Product Designer

07/2024 - Present

Freelance

Newark, CA

- Led end-to-end responsive product design for OK Human, an early-stage AI startup covering discovery, wireframing, and high-fidelity prototype across desktop, tablet, and mobile.
- Use AI tools as part of my day-to-day workflow, synthesizing research, exploring UX and visual variants, and accelerating design-to-code handoff, while relying on critical design judgment for what ships.
- Managed full design process independently: stakeholder alignment, user research, usability testing, prototyping, and design QA. Tools: Figma + Miro.

Lead Product Designer (Full-time)

06/2021 - 06/2024

Strivr

Palo Alto, CA

- Spearheaded the end-to-end redesign of Strivr's VR product portal, including user flows, prototyping, and interaction design, driving a 75% client adoption rate through a user-centered design approach. Tools: Figma, Sketch + Abstract, Miro.
- Collaborated with product and engineering to add AI-powered summaries to the Analytics tab: slide-out panels that interpreted rich data visualizations into plain-language insights so learners and admins could quickly understand progress and trends.
- Defined and tracked UX success metrics, A/B testing, data and user research to drive iterative improvements across the product experience.
- Built a cohesive design system from the ground up, improving brand consistency and boosting engagement by 27%.
- Mentored junior designers in WCAG accessibility standards, design system governance and visual craft, raising the quality and consistency of shipped experiences.
- Partnered with cross-functional stakeholders across product + engineering teams to align design decisions with business goals, to accelerate feature delivery & reduce design rework.

Senior Product Designer (Contract)

05/2019 - 05/2021

Chegg

Santa Clara, CA

- Served as the sole designer on Chegg Study, the company's top-selling product, driving a 68% increase in engagement and a 23% boost in conversion rates through end-to-end user-centered interaction design.
- Built rapid prototypes for C-suite product proposals, enabling high-impact decision-making with clear, strategic design concepts. Tools: Sketch + InVision.
- Collaborated with the design team to redesign the style guide library, establishing design system standards that ensured consistency and scalability across platforms.

Senior UI/UX Designer (Contract)

01/2018 - 04/2019

ServiceNow

Santa Clara, CA

- Redesigned the Employee Portal (B2B) and multiple app interfaces, in Sketch + InVision, integrating user research and feedback to improve functionality and drive a 61% increase in user engagement.
- Partnered with cross-functional teams to design and implement a new visual design system and component library, boosting user satisfaction by 36% and overall platform engagement by 42%.
- Optimized the design process by establishing standardized templates and interaction patterns, reducing design iterations by 20%, cutting time-to-market for new feature by 25%.

EDUCATION

UI/UX Design for AI Products

Stanford University

01/2026 - 03/2026

Stanford, CA

- Designing AI-native product experiences with focus on user trust, control, and ethical practices
- Prototyping and evaluating AI-integrated workflows to enhance UX

Interaction Design Certification

University of California

08/2013 - 06/2014

Santa Clara, CA

Master of Design

Indian Institute of Technology of Bombay (IIT Bombay)

06/2007 - 06/2009

Mumbai, India

- Ivy League equivalent · Acceptance rate 0.5%
- Scholarship recipient
- Graduated first in class across all semesters with a consistent score of 95%+
- Won the ASIFA International Award of Excellence in the Student Film Category
- Animation film screened at international film festivals across Spain, Portugal, Australia, and more

Bachelors in Graphic Design

Abhinav Kala Mahavidyalaya

06/2001 - 06/2006

Pune, India

- Ranked 6th in the state merit list (2006)
- 1st place: Best Illustration Award, Best Student Award, Most Outstanding Campaign (2006)
- 1st place: Best Illustration Award, Best Student Award, Best Student of College Award (2005)
- Student Head Representative: raised funds, built a computer lab and photography darkroom (2005)
- Cultural Program Coordinator (2005)
- Selected for the State Art Exhibition (only 100 entries chosen nationwide) (2004)

EXPERIENCE

Mom

05/2017 - 12/2017

Maternity Leave

Fremont, CA

- Enhanced agility by 99.99%, ensuring near-zero pacifier contact with the floor.
- Developed rapid adaptability and problem-solving skills, enabling decisive action and effective task management in high-chaos, zero-margin-for-error environments. Mommy-hood: the most underestimated school there is.

Senior Product Designer (Contract)

07/2016 - 04/2017

Cisco

Santa Clara, CA

- Redesigned Cisco Learning Network Store and Directory using a user-centered approach, incorporating usability testing and user research, resulting in a 62% increase in user engagement and a 27% boost in sign-up conversions. Built responsively following WCAG accessibility guidelines. Tools: Sketch + InVision.

Senior Product Designer (Contract)

12/2015 - 06/2016

ClearStory Data

Palo Alto, CA

- Redesigned a complex cloud-based Business Intelligence tool in Sketch + InVision, using user-centered design and research insights to simplify information architecture and user flows, reducing task completion time by 32%.
- Collaborated with cross-functional teams to establish a unified visual design system, increasing engagement by 21% and achieving full design consistency across the platform.

UI/UX Designer (Contract)

09/2014 - 11/2015

Kaiser Permanente

Oakland, CA

- Contributed to building a scalable visual design system for Kaiser Permanente's digital products: My Doctor Online and Video Visit, across desktop, tablet, and mobile, ensuring consistency and seamless user experience across future initiatives.
- Redesigned key sections of My Doctor Online: search results, booking flow, pregnancy tab; improving information architecture & boosting 42% engagement. Tools: Adobe Suite, Axure.

Product Designer (Contract)

01/2014 - 08/2014

Carelucent

Pleasanton, CA

- Designed a responsive corporate website and brand identity (desktop, tablet, mobile) in Adobe Suite + Axure, establishing Carelucent's visual presence and contributing to a 30% increase in inbound leads following the HIMSS healthcare conference debut.

Product Designer (Contract)

08/2013 - 12/2013

CrowdMed

Daly City, CA

- Transformed CrowdMed's desktop app into a fully responsive mobile experience in Adobe Suite + Axure, increasing user engagement by 58%.
- Created icons, illustrations, and infographics to strengthen CrowdMed's web marketing presence, improving visual consistency across digital channels.

Senior Art Director (Full-time)

06/2011 - 07/2013

Mindtickle

Pune, India

- Led creative direction for gamification projects targeting Fortune 500 companies (e.g. InMobi, Yahoo, SAP, and HCL), and educational institutes, that drove a 32% increase in end-user engagement.
- Managed a team of Visual and Interaction Designers, overseeing end-to-end project delivery and improving team productivity through streamlined workflows.
- Crafted visual design strategies for Mindtickle's marketing and website assets, driving a 23% increase in website traffic.

Founder + Lead Designer (Full-time)

08/2009 - 04/2012

Yelloh

Pune, India

- Founded and scaled a full-service design studio serving clients across 12+ industries, delivering branding, communication, product, and interaction design.
- Directed 9 animation films for UNICEF illustrating traditional folk tales, driving increased cultural awareness and engagement across rural audiences.
- Designed comprehensive brand identity for ITNL (road infrastructure) and IL&FS (philanthropy division), contributing to a 20% rise in brand recognition and increased revenue visibility.
- Led end-to-end creative projects for high-profile clients including IL&FS, UNICEF, ITNL, and Sakal, demonstrating versatile design expertise across print, digital, and animation.
- Built and managed a team of 2-10 designers and animators, overseeing hiring, mentorship, and end-to-end project delivery across simultaneous client engagements.