Ketaki Haldipurkar

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SUMMARY

Accomplished Interaction designer, creates user centric design with strong UI + UX skill-set. 14+ years of Professional experience including entrepreneurial design studio and startups. M.Des (Masters in Design) with distinction from Indian Institute of Technology, India and Interaction design certification from University of California, Santa Cruz.

EXPERIENCE

Lead UI/UX Designer | Strivr | Palo Alto, CA | June 2021 - January 2024

· Led redesign and iterative development of a portal (for VR product), expanding target audience by 50% to include Strivr client base through cross-functional team collaboration.
· Facilitated cross-functional collaboration to gather feedback and implement quantitative metrics for data-driven decision-making, resulting in continuous improvement of the portal.
· Developed and executed a cohesive visual design system to achieve uniformity in all upcoming design projects resulting in a 25% increase in brand recognition and customer engagement.
· Supervised a junior designer in successfully creating a WCAG-compatible report for the portal, resulting in improved accessibility for users. Guided Junior designer for visual designs for employee-facing pages, enhancing overall user experience and brand consistency.
· Responsive app, built using WCAG accessibility guidelines, current global UX patterns and atomic design system. Designed using Sketch, Figma, Abstract, Miro.
· End-to-end product design process, Discovery to Delivery. Project's development lifecycle included: requirement gathering, agile = collaborate + iterate with cross-functional team, facilitate design thinking & brainstorming sessions, incorporate lean research methods and usability tests + analyze to build user-centered design, create a customer journey with storyboards, user flows that identifies opportunities for innovation, wireframes, high fidelity mock-ups (UI), handing over design specs, monitoring and documenting UX/UI QA.

Sr. UI/UX Designer | Chegg | Santa Clara | May 2019 - May 2021

· Revamped the design of Chegg Study, the company's top-selling product, resulting in a 45% increase in user engagement and a 23% improvement in conversion rates.
· Collaborated with "Growth PM" to develop fast-paced, iterative concept prototypes for C-level presentations.
· Responsive app, built using WCAG accessibility guidelines, current global UX patterns and atomic design system. Designed using Sketch, Figma and Invision.
· End-to-end product design process, Discovery to Delivery. Project's development lifecycle included: requirement gathering, agile = collaborate + iterate with cross-functional team, facilitate design thinking & brainstorming sessions, incorporate lean research methods and usability tests + analyze to build user-centered design, create a customer journey with storyboards, user flows that identifies opportunities for innovation, wireframes, high fidelity mock-ups (UI), handing over design specs, monitoring and documenting UX/UI QA.

Sr. UI/UX Designer | ServiceNow | Santa Clara | January 2018 - January 2019

· Redesigned Employee Portal and multiple App designs, incorporating user feedback.
· Collaborated with cross-functional teams to build and implement a new visual design system, resulting in positive user feedback and increased user engagement.
· Streamlined the design process by creating and maintaining consistent design templates, reducing design iterations by 20% and resulting in a 25% decrease in time-to-market for new features.
· Responsive design, built using WCAG accessibility guidelines, current global UX patterns and atomic design system. Designed using Sketch and Invision.
· End-to-end product design process, Discovery to Delivery. Project's development lifecycle included: requirement gathering, agile = collaborate + iterate with cross-functional team, facilitate design thinking & brainstorming sessions, incorporate lean research methods and usability tests + analyze to build user-centered design, create a customer journey with storyboards, user flows that identifies opportunities for innovation, wireframes, high fidelity mock-ups (UI), handing over design specs, monitoring and documenting UX/UI QA.

Mommy | Maternity break | Home | December 2017 - December 2017

· Enhanced agility by 99.99%, ensuring no pacifier falls to the ground.
· Demonstrated an 80% improvement in the ability to react promptly and implement decisive action in any chaotic background noise or environment.
· Demonstrating exceptional adaptability and problem-solving skills in managing tasks, Mommy-hood serves as an underestimated guru.

Sr. UI/UX Designer | Cisco | Santa Clara, CA | July 2015 - April 2017

- Successfully implemented a user-centered design approach, conducting user research and usability testing to inform the redesign process for Cisco Learning Network Store and Cisco Directory. Resulting in a 40% increase in user engagement and a 20% increase in sign-up conversion rate.
- Responsive design, built using WCAG accessibility guidelines, current global UX patterns and atomic design system. Designed using Sketch and Invision.
- End-to-end product design process, Discovery to Delivery. Project's development lifecycle included: requirement gathering, agile = collaborate + iterate with cross-functional team, facilitate design thinking & brainstorming sessions, incorporate lean research methods and usability tests + analyze to build user-centered design, create a customer journey with storyboards, user flows that identifies opportunities for innovation, wireframes, high fidelity mock-ups (UI), handing over design specs, monitoring and documenting UX/UI QA.

UI/UX Designer | ClearStory Data | Palo Alto | December 2015 – June 2016
- Redesigned a complex, cloud-based Business Intelligence tool, focusing on creating a strong interaction that enhanced ease of use and user friendliness.
- Conducted user tests and interviews to gather feedback and insights for optimizing the design. Collaborated with cross-functional teams to gather feedback and iterate on the visual design system, resulting in a 20% increase in user engagement, 100% elimination of design inconsistencies.
- Responsive app, built using WCAG accessibility guidelines, current global UX patterns and atomic design system. Designed using Adobe and Axure.
- End-to-end product design process, Discovery to Delivery. Project's development lifecycle included: requirement gathering, agile = collaborate + iterate with cross-functional team, facilitate design thinking & brainstorming sessions, incorporate lean research methods and usability tests + analyze to build user-centered design, create a customer journey with storyboards, user flows that identifies opportunities for innovation, wireframes, high fidelity mock-ups (UI), handing over design specs, monitoring and documenting UX/UI QA.

UI/UX Designer | Kiser Permanente | Oakland, CA | September 2014 – November 2015
- Collaborated with team to develop and implement a robust visual design system for future projects, resulting in a consistent and seamless user experience. Redesigned the search results, booking appointment, pregnancy and other key sections of the adaptive website to improve user experience and increase user engagement by 30-60%.
- Responsive app, built using WCAG accessibility guidelines, current global UX patterns and atomic design system. Designed using Adobe and Axure.
- End-to-end product design process, Discovery to Delivery. Project's development lifecycle included: requirement gathering, agile = collaborate + iterate with cross-functional team, facilitate design thinking & brainstorming sessions, incorporate lean research methods and usability tests + analyze to build user-centered design, create a customer journey with storyboards, user flows that identifies opportunities for innovation, wireframes, high fidelity mock-ups (UI), handing over design specs, monitoring and documenting UX/UI QA.

UI/UX Designer | CareLucent | Pleasanton, CA | January 2014 – August 2014
- Designed user experience of corporate website and designed logo, emphasizing brand development and positioning. Resulted in a responsive design that received positive feedback at HIMSS, a major healthcare conference.
- Responsive website, built using WCAG accessibility guidelines, current global UX patterns. Designed using Adobe Suite.

UI/UX Designer | CrowdMed | San Francisco | August 2013 – December 2013
- Created UI/UX designs for CrowdMed's Responsive app, resulting in a 20% increase in user engagement. Successfully designed and implemented icons, illustrations, and infographics to effectively support the company's web marketing efforts.
- Responsive app, built using WCAG accessibility guidelines, current global UX patterns and atomic design system. Designed using Adobe Suite.

Sr. Art Director | MindTickle | Pune, India | June 2011 – July 2013
- As a Sr. Art Director led creative direction for gamification projects targeting leading fortune 500 companies and educational institutes in India.
- Led and managed a high-performing team of Visual and Interaction Designers for multiple gamification projects, resulting in an increase in overall productivity and efficiency by 60%.
- Created and executed end-to-end visual design for employee induction and H.R. learning games for clients. All responsive product's, compatible with desktop, tablet, and mobile (iOS/Android), ensuring optimal user experience across multiple devices.
- Developed and executed visual design strategies for Mindtickle's marketing assets and website, resulting in a 20% increase in website traffic.
- Managed a portfolio of prestigious clients including Inmobi, Yahoo, SAP, and HCL.

Founder + Lead Designer: YellOH | YellOH | Pune, India | August 2009 – April 2012
- Founded and scaled a design studio serving a diverse client base encompassing 12+ industries, specializing in communication design, animation, and product & interaction design.
- Developed and implemented a comprehensive design guide and illustrations for a successful civic sense graphic book series created by IL&FS for rural India. Distribution increased to 25% after the redesign, received positive feedback from readers and stakeholders on the impact of the book series.

- Secured an exclusive contract to design products, exhibitions and presentations for IL&FS philanthropy division, resulting in increased brand visibility and revenue growth.
- Designed and directed 9 animation films for UNICEF, illustrating traditional folk tales, resulting in increased engagement and awareness.
- Designed and implemented a comprehensive brand identity for ITNL, a leading road infrastructure company, resulting in a 20% rise in brand recognition.
- Designed visually appealing, reader-friendly, engaging magazine design for an educational monthly publication for children developed for the NGO "We the Children".
- Created a team of graphic designers and managed workflow to ensure timely delivery of weekly comic strips for print newspaper "Sakal", resulting in a 38% increase in reader engagement.
- Hired and led a team of 2 to 10 Graphic designers and Animators on various successful and time sensitive projects for key clients.
- Other clients included: Icon and mascot design for Mood Indigo, Mobile App design for Videscreen and many more.

Production Design Intern | Artze | Mumbai, India | May 2008 – August 2008
- Contributed to the creation of visually captivating sets for premier art/production design studio in the Indian film industry, resulting in a 15% increase in acquiring new sales.
- Created a visually impactful presentation showcasing initial ideas and concept boards, resulting in bagging 1 art direction contract for Disney movie "Zokkomon".
- Successfully executed production design projects within strict deadlines, showcasing efficiency and time management skills.

Graphic Designer | Seagull Advertising | Pune, India | July 2006 – May 2007
- Exclusive design resource for marketing materials for premier educational institutes, Symbiosis (Pune) and Balaji (Pune) involving the creation of over 50 different press ads, magazine ads, brochures, pamphlets. Led to a 42% increase in consumer engagement.
- Created seasonal packaging design and introductory brochures for Greenlime tissues and toiletries, each quarter showing 60% increase in sale within the first few weeks of each seasonal launch.
- Developed Identity and Visual language design for local construction firms such as Krishna, MountVert and Bhonsale Constructions, involving the creation of over 30 different print and digital design assets, which led to a 25% increase in consumer engagement.

EDUCATION

Interaction Design Certification | University of California, Santa Cruz | Santa Clara, CA | 2014
- Created website for Yoshi Restaurant, Bubu baby lifestyle products.

Master of Design (M.Des) | Indian Institute of Technology of Bombay (IIT Bombay) | Mumbai, India | 2009
- 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, scoring 9/10+ for all 4 semesters.
- IIT is a tough school to get in, takes 10 or less students every year. I was a Scholarship student at IIT.

Bachelors in Graphic Design | Abhinav Kala Mahavidyalaya | Pune, India | 2006
- Stood 6th in State Merit List.
- Campaign chosen for display at State Art Exhibition [only 100 entries chosen all over India].
- (2006) 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.

SKILLS

UI/UX/Design Applications: Figma, Miro, Sketch, Abstract, Invision, Adobe cloud

Wire-framing Tools: Invision, Axure, Balsamiq, Keynotes (animation), Omnigraffel

Prototyping tools: HTML, CSS, JavaScript

Productivity Software/Tools: Azure, Confluence, Jira, Microsoft Office Suite, Visio.

Language Skills: English; also speaks (native) Hindi, Marathi, Konkani

Core Competencies: Interaction Designer, User Experience Designer, User Centric Design, Wire-framing, Rapid prototyping paper/low/high, Information architecture, Heuristic analysis, User task, User-flow, Site-map, Concept/Usability testing, Focus group, Surveys, Storyboarding, Design Strategy, Concept Development, Mobile Application design, B2B tool and app design, Responsive or Adaptive Design, Art Direction