Shubham Kulkarni

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WORK EXPERIENCE

Product Designer   **May 2022 – Present**
Qurate Retail Group (QVC & HSN)   *West Chester, Pennsylvania, USA (Remote)*

- **Directed the research** efforts for a Conversion Rate Optimization (CRO) initiative, identifying platform issues through comprehensive audits and usability studies; resulting in an increase in mobile and web **conversions by 1.7%** and surpassing the **revenue target by 14%**.
- **Leveraged quantitative data** from web analytics tools, customer insights, and heuristic audits to uncover website improvement opportunities and recommend product strategies that optimize the customer journeys.
- **Led the redesign** of HSN's Android and iOS native mobile application, including the development and implementation of a design system to ensure brand consistency and ADA/WCAG accessibility compliance.
- **Developed a robust research toolbox** that streamlined research documentation and communication of findings with internal teams by **30%**, enabling more informed decision-making across departments.
- **Facilitated UX best practices workshops** for internal teams, fostering improved cross-departmental collaboration and a user-centered approach, resulting in a **50%** increase in teams utilizing user research in their projects.

UX Designer   **Jan 2021 – Jul 2021**
Koru UX   *Pune, India*

- **Led design strategy and execution for 20+ major updates**, with outputs including sketches, wireframes and prototypes. Communicated design recommendations technically to seamlessly work with clients' in-house/outsourced product teams.
- **Partnered with engineers and product teams** to evaluate business requirements while advocating for the design team, ensuring that the product roadmap prioritized solutions that met both user needs and business goals.
- **Maintained and updated design systems** for new and legacy enterprise products in US Healthcare & Pharma industry.

UI Designer   **Jan 2019 – Jan 2021**
Webonise Lab   *Pune, India*

- **Led design initiatives** in an agile environment, iteratively presenting and refining designs with clients and stakeholders.
- **Shipped 100+ screens for diverse B2C projects** by working closely with front-end developers (React, React Native, Magento) to produce technically feasible designs.
- **Increased the conversion rate of an e-commerce website by 4.8%** by conducting heuristic evaluation, competitive analysis, and redesigning user flows. Created wireframes & interactive UI mockups for web and mobile platforms throughout the product lifecycle.
- **Collaborated with UX researchers and product managers** to design a new user onboarding experience for a SaaS platform targeting healthcare professionals.

SKILLS

UX Specialities: Qualitative Research, Quantitative Research, Mixed Method Research, Inclusive Research, Moderated & Unmoderated Usability Testing, Stakeholder Interviews, Market Research, Secondary Research, Heuristic Evaluation, Product Strategy, Information Architecture, Concept Testing, Wireframing, Prototyping, Visual Design

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

Domains Explored: E-commerce (live selling, marketplaces), Media & Streaming, Healthcare, Pharmaceuticals

EDUCATION

Master of Science in User Experience and Interaction Design   **Aug 2021 – Dec 2022**
Thomas Jefferson University   *Philadelphia, Pennsylvania, USA*

Bachelor of Mechanical Engineering   **Aug 2013 – Nov 2016**
Sinhgad College of Engineering, Pune University   *Pune, India*