

Prachi Kadam

I design for ~~users~~ humans.

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A multi-disciplinary user experience designer with 3 years of global experience in visual, service, and product design. I believe in diagnosing with data and treating with design; it's how I turn complex challenges into simple, effective solutions.

EDUCATION

M.S. in Human Computer Interaction (HCI) | The University of Texas at Austin GPA 4.0 | Graduating May 2025
Bachelor of Architecture | University of Mumbai, India GPA 3.9 | Graduated May 2021

PROFESSIONAL EXPERIENCE

UX Design Intern | World Wide Technology Consultancy | Remote, USA | May 2024 - Aug 2024

- Collaborated with developers, architects, and PMs to design an internal project repository tool for efficient API management.
- Iterated prototypes and integrated user feedback from A/B testing, resulting in a 20% increase in user engagement.
- Designed screen mockups and revamped information architecture for Wingstop's B2C web and mobile platforms.
- Rebuilt and maintained the design system for Jersey Mike's subs, enhancing brand consistency across all digital touchpoints.
- Evaluated user journeys of competitive loyalty programs and proposed innovative designs in weekly critiques to improve the visibility of critical functions in the journey.

UX Designer | UT LaunchPad Edtech | Austin, TX | Aug 2023 - Feb 2024

- Led the visual redesign of LaunchPad's mentorship dashboard by working closely with the marketing and strategy teams to reinforce brand identity, resulting in a 40% increase in enrollment rate and a 25% reduction in drop-offs.
- Enhanced long-term development efficiency by formulating scalable systems with reusable components.

Product Designer | HumanX Design Agency Consultancy | Mumbai, India | Sept 2022 - June 2023

- Led the design lifecycle for an airport app's 4 B2C services, achieving KPI targets and successfully launching on both the Play Store and App Store within budget and on schedule.
- Crafted user-friendly, intuitive and visually appealing interfaces for over 8 mobile apps and websites across local and global brands in the travel, automotive, e-commerce, media and edtech industries.
- Conducted accessibility audits and usability evaluations for web and mobile platforms.
- Conducted cross-functional brainstorming sessions within the monetization team to come up with new conceptual ideas to increase in-app purchase revenue.
- Delivered end-to-end artifacts including hi-fi design specs, flow charts, content matrix, and product requirement documents.

INDUSTRY COLLABORATIONS

UX Researcher | Oracle Education | Austin, TX | Aug 2023 - Dec 2023

- Collaborated with product stakeholders to develop a targeted usability survey for Oracle's student financial portal, which receives 25k weekly visits. Leveraged insights from heuristic evaluations, market analysis, and user interviews to streamline user flows and refine wireframes, resulting in a 30% increase in the portal's conversion rate.

SKILLS

Design Interaction Design, User Flows, Wireframing, Prototyping, Storyboarding Mockups, Service Design, Visual Design

Technical Figma, Adobe Photoshop, Illustrator, Adobe XD, Sketch, Optimal Workshop, Zeplin, Storybook, HTML, CSS

Research User Interviews, Competitive Analysis, Heuristic Evaluation, Usability Testing, UX Writing

Specialized in Design Systems, Digital Accessibility, Product Design Strategy, Agile/Scrum Methodologies