

# Prachi Kadam

I design for ~~users~~ humans.

Portfolio: [prachi-kadam.com](https://prachi-kadam.com)

[kadamprachi.s14@gmail.com](mailto:kadamprachi.s14@gmail.com)

[linkedin.com/in/prachi-kadam-ux](https://linkedin.com/in/prachi-kadam-ux)

+1-737-297-8104, Austin TX

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