

Prachi Kadam

UX Designer and Researcher with a multidisciplinary background in architecture.
Passionate about distilling complexity into simple experiences.

WORK EXPERIENCE

UX Designer @ UT Launch Pad | *Austin, Aug '23 - Current*

- 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.
- Demonstrated strong management skills, overseeing student-client interactions and ensuring project scope met critical goals while fostering teamwork and adaptability.
- Enhanced long-term development efficiency by formulating scalable systems with reusable components.

UX/UI Design Intern @ World Wide Technology | *Remote, May '24 - Aug '24*

- 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.

Product Designer @ HumanX Design Agency | *Mumbai, Sept '22 - Jun '23*

- 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, e-commerce, media and edtech industries.
- Conducted accessibility audits and usability evaluations for web and mobile platforms enhancing CX through data driven insights in collaboration with SEO teams.
- Conducted cross-functional brainstorming sessions within the monetization and marketing team of myTVS, a leading automotive aftermarket place, to generate innovative conceptual ideas aimed at increasing in-app purchase revenue.

Architect & Urban Designer @ SJK Architects | *Mumbai, Oct '21 - Aug '22*

- Spearheaded public design projects, managing stakeholder coordination, making critical design decisions, and developing trust relationships with the client.
- Conducted on-site visits and workshops with international engineering consultants, including ARUP and Xylotek.

Project Illustrator @ IIID | *Mumbai, Aug '21 - Sept '21*

- Created and illustrated graphics for the "Design Literacy forAll" handbook, which was distributed to 60k citizens to promote design democracy.

INDUSTRY COLLABORATIONS

UX Researcher @ Oracle | *Austin, Aug '23 - Dec '23*

- 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.

Portfolio - prachi-kadam.com

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EDUCATION

MS in Human Computer Interaction

@ University of Texas at Austin
Aug '23 - May '25

Bachelor of Architecture

@ University of Mumbai, India
Aug '16 - May '21

MENTORSHIP EXPERIENCE

Strategy Teaching Assistant

Guided 60 students in navigating market strategies, ensuring design solutions aligned with business objectives.

UX Teaching Assistant

Held Figma workshops for 80 students, assessing the usability of their designs through design thinking methods.

SKILLS

DESIGN

High-Fidelity Mockups
Rapid Prototyping
Wireframing
Information Architecture
Responsive Design
Design Systems / Style Guide
Storytelling & Presentation

RESEARCH

Mixed Methods Research
Usability Testing
Design Audit
Journey Mapping
Heuristic Evaluation
Data Visualization

TOOLS

Figma, Sketch, InVision
Principle, Axure, Balsamiq
Adobe Suite - XD, PS, IS, AE
Tableau, Excel, Keynote
AutoCAD, Sketchup, Blender
HTML, CSS, JavaScript, Python
Agile/Scrum Methodologies