

AKSHATA KAREKAR

Product & Experience Designer

Experienced Product & Experience Designer specializing in data-driven, user-centric design and marketing. Skilled in creating impactful, personalized customer experiences and committed to using innovative design strategies to achieve business goals.

WORK EXPERIENCE

Helen Ficalora, New York, NY

UX/UI Designer, E-commerce | September 2020 - Present

Sr. Visual Designer, E-commerce | September 2019 - September 2020

- Enhanced user engagement through a comprehensive UX/UI redesign of the e-commerce website and mobile platforms, focusing on user-centric design and advanced search functionalities to improve overall user experience.
- Boosted conversion rates by 11% through user interaction analysis, employing A/B testing and heat mapping to optimize critical UI elements like “add to cart” buttons, enhancing user flow and conversions.
- Achieved a 30% increase in sales by implementing data-driven product enhancements, guided by extensive user research (surveys, interviews) and marketing analytics (audience segmentation).

Zoox, Foster City, CA

UX Designer, Vehicle Operations | May 2022 - August 2022

- Conducted user testing and iterated designs for an in-vehicle operator tool, enhancing usability across all workflows for vehicle operators and ensuring seamless integration with in-vehicle technology.
- Collaborated closely with Product Management and Engineering teams to develop accessible and consistent user interfaces. Produced detailed wireframes and prototypes that adhere to WCAG guidelines aligning with business objectives.
- Analyzed market trends and competitor automotive tools to identify innovative opportunities, successfully implementing features that dramatically improved both the user experience and user interface for vehicle operators, guided by data-driven insights and brand vision.

Center for Digital Experiences at Pratt, New York, NY

UX Design Consultant | August 2021 - December 2022

- Led an eye tracking study involving 8 prospective Pratt Institute students to evaluate the effectiveness of the website’s information architecture, providing actionable insights aimed at boosting application numbers.
- Collaborated with the Georgia O’Keeffe Online Collections team on a website redesign, utilizing wireframing and responsive prototyping to ensure a consistent user experience across devices.
- Performed 6 user interviews and thorough user testing to revamp the NYC Urban Fellows Alumni Association website, improving navigation and user satisfaction.
- Conducted a web analytics investigation on Terra Foundation for American Art’s website to scrutinize user behavior, devising A/B test strategies to efficiently decrease bounce rate and enhance user engagement.

akshatakarekar.com

akshatakarekar12104@gmail.com

<https://www.linkedin.com/in/akshata-karekar/>

EDUCATION

Pratt Institute

MSc in Information Experience Design

New York City, New York

Aug 2021- May 2023

Savannah College of Art and Design

BFA in Graphic Design

Savannah, Georgia

Sept 2015- Jun 2019

SKILLS

Design & Research

UX & UI Design	Service Design
Eye Tracking	UX Research & Testing
UX Prototyping	Conversational UX
Wireframing	Information Architecture

Design Tools

Figma	Google Analytics
Invision	HotJar
Adobe Suite	Voiceflow
HTML/CSS	Axure RP

LEADERSHIP & CERTIFICATIONS

Amazon Music Hackathon

Developed a Generative AI Music Feature for Amazon Music, enhancing the music sharing and streaming experience for both artists and listeners.

Certified: W3Cx WAI0.1x Introduction to Web Accessibility

Learned principles and guidelines for creating inclusive web experiences and ensuring compliance with WCAG standards.