

# akshata karekar

UX/UI Designer

Experienced and globally-minded UX/UI designer with 4 years of experience in data-driven design, marketing, and user-centric solutions. Specialized in creating captivating websites and mobile designs that leave a lasting impact and provide personalized customer experiences.

## WORK EXPERIENCE

### Helen Ficalora, New York, NY

*UX/UI Designer* | September 2020 - May 2023

*Visual Designer* | September 2019 - September 2020

- Achieved an **18% increase in user engagement** by conceptualizing a holistic user-centered digital solution, incorporating keyword search.
- Implemented **UX testing methods and marketing analytics**, such as audience segmentation, resulting in a significant increase in conversions on the e-commerce website and mobile platforms.
- Collaborated with the marketing manager to revamp the website's **visual hierarchy**, launch impactful email marketing campaigns, and execute successful social media strategies using Google Analytics, resulting in an 11% sales boost.

### Center for Digital Experiences at Pratt, New York, NY

*UX Consultant* | August 2021 - December 2022

- Conducted 6 user interviews for the NYC Urban Fellows Alumni Association website, utilizing **user testing and persona development** to identify and address user problems, improving usability and increasing user engagement.
- Collaborated with the Georgia O'Keeffe Online Collections team to redesign their website, **employing wireframing and responsive prototyping techniques**. Conducted 8 moderated user tests to gather valuable feedback from external users.
- Utilized Google Analytics and Hotjar for a web analytics study on the Terra Foundation for American Art's website. Analyzed metrics, developed recommendations, and implemented A/B test plans to enhance user engagement, including **optimizing page load times and improving content organization** based on user behavior.

### Zoox, Foster City, CA

*UX Design Associate, Vehicle Operations* | May 2022 - August 2022

- Executed user testing protocols on the **visual design tool for vehicle operators**, ensuring its effectiveness and usability through user flows.
- Collaborated with cross-functional teams to enhance design consistency and adhere to **WCAG accessibility guidelines** by creating detailed wireframes and prototypes for the visual tool used by vehicle operators.
- Conducted competitive analyses of similar tools in the automotive industry, leading to the successful implementation of innovative features that significantly improved the overall user experience and user interface for vehicle operators.

### The Walt Disney Company, Hong Kong

*Visual Designer* | September 2018 - November 2018

- Developed visually stunning event branding material in collaboration with The Walt Disney Company for Mickey Mouse's 90th birthday celebration, **resulting in a 65% increase** in social media engagement.

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## EDUCATION

### Pratt Institute

*MSc in Information Experience Design*

New York City, New York

Aug 2021- May 2023

GPA: 3.9

### Savannah College of Art and Design

*BFA in Graphic Design*

Savannah, Georgia

Sept 2015- Jun 2019

GPA: 3.86

## SKILLS

### Interaction

User Research, Wireframing, Prototyping  
User Testing, User Journeys  
UI Design, Conversational UX

### Tools

Figma, InVision, Sketch, Principle  
Optimal Workshop, Klaviyo, Adobe Suite,  
Voice Flow, HotJar, Shopify,  
Google Analytics, HTML/CSS

## AWARDS

**Winner: SCAD Collaborative Learning  
Center Design Challenge Sponsored by  
Ritz-Carlton Hong Kong**

Feb 2017

Designed and developed an innovative mooncake box with a cohesive design strategy surrounding the theme of "Beauty of Nature," that went to production by The Ritz-Carlton Hong Kong, resulting in a 50% increase in sales for the Mid-Autumn festival.