Akshata Karekar

User Experience Designer based in Bengaluru

View my work at akshatakarekar.com
akshatakarekar12104@gmail.com
linkedin.com/in/akshata-karekar/
Bengaluru, Karnataka, India

Work Experience

User Experience Designer
Thirdera | A Cognizant Company, Remote
July 2024-June 2026

- ServiceNow Portals: Designed custom Employee Center portals for HR and IT departments, making internal enterprise tools easier to navigate and use for non-technical employees.
- End-to-End Design: Took complex business requirements and turned them into user flows, wireframes, interactive prototypes, and high-fidelity Figma mockups.
- Developer Hand-Off: Worked closely with software engineers to make sure designs fit platform constraints and ServiceNow technical feasibility.
- Accessibility & Speed: Applied WCAG accessibility standards across design components and experimented with generative AI tools to speed up prototype iterations.

User Experience/Digital Designer (Founding Role)
Helen Ficalora, New York, NY
August 2019-July 2024

- E-Commerce Redesign: Led the UI/UX overhaul of the web and mobile platforms, which helped lift engagement by 18% and conversion rates by 11%.
- User Research: Conducted user interviews, surveys, A/B tests, and heatmap analysis to find friction points in the checkout flow and simplify the UI.
- Brand Consistency: Partnered with cross-functional teams to integrate brand guidelines and custom illustrations into the product without degrading page load speed or usability.

User Experience Consultant, New York
CDXP at Pratt Institute, New York, NY
August 2021 - December 2022

- Client Site Redesigns: Partnered with the Georgia O'Keeffe Online Collections team to redesign their digital archives, using user interviews, personas, wireframing, and responsive prototyping to boost engagement and usability.
- Analytics & Optimization: Performed web analytics studies using GA4 and HotJar for the Terra Foundation for American Art; ran A/B testing on content layout and load speed to improve user retention.
- Biometric Research: Spearheaded an eye-tracking research study with prospective students to evaluate information architecture and restructure key site navigation.

User Experience Design Intern - Vehicle Ops
Zoox (An Amazon Subsidiary), Foster City, CA
May 2022- August 2022

- In-Vehicle Tools: Led the design for a real-time operator dashboard from initial concept to final delivery, keeping layout clutter low for safe, quick decision-making.
- Prototyping & Testing: Built high-fidelity, WCAG-compliant interactive prototypes in collaboration with Product Managers and autonomous vehicle engineers.
- Operator Research: Evaluated existing automotive software and ran user research with operators to create a more consistent interface across diagnostic tools.

Summary

User Experience Designer based in Bengaluru with 5+ years of experience designing scalable enterprise SaaS platforms, complex real-time interfaces, and digital products. Specialized in translating intricate user requirements into intuitive workflows, wireframes, and interactive prototypes. Proven track record partnering with engineering teams to build accessible (WCAG 2.2), data-driven solutions and leveraging Generative AI workflows to accelerate product design cycles.

Education

Pratt Institute
Master of Science in Information Experience Design
2021 - 2023

Savannah College of Art and Design
Bachelor of Fine Arts in Graphic Design
2015 - 2019

Skills

Technical

- Design & Prototyping: Figma (Figma AI), Adobe Creative Suite, Google Stitch, Lovable, Voiceflow, HTML/CSS, Loom.
- Research & Analytics: Dovetail, Google Analytics 4 (GA4), HotJar, Maze.
- Enterprise & Marketing Platforms: ServiceNow Architecture, Klaviyo.
- AI & Automation Workflows: Generative AI Workflows, Prompt Engineering (Design/Code)

Interaction

- Product & Systems Design: Enterprise UX, Interaction Design, Information Architecture, Wireframing & Prototyping, Systems Thinking, Design Thinking, Inclusive Design (WCAG 2.2).
- Research & Synthesis: User Research & Synthesis, Usability Testing, Behavioral Analytics, Eye Tracking.
- Emerging & Conversational Tech: Human-AI Interaction Design, Conversational UI, Intent-Based UX.

Awards & Certifications

Silver Winner (2026)
NY Product Design Awards in Interface & UX - Interactive Design (IxD) for IRIS Smart Mirror.

Amazon Music Hackathon
Designed a Generative AI Music Feature for Amazon Music listeners and artists.

W3Cx Verified Credential
Introduction to Web Accessibility (W3C/edX) – Applied mastery of WCAG compliance and inclusive design principles.