akshata
karekar UX/UI Designer

akshatakarekar.com | +1 (682) 261-7169
akshatakarekar12104@gmail.com
https://www.linkedin.com/in/akshata-karekar/

Experienced and globally-minded UX/UI designer with 5 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 UX strategy for the brand, incorporating keyword search.

- Implemented UX testing methods, 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 6 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.

- 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.

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.