

Akshata Karekar

User Experience Designer & Consultant

Work Experience

User Experience Designer

Thirdera | A Cognizant Company, Remote

July 2024- June 2026

- ServiceNow Portals: Designed custom ServiceNow Employee Center portals for HR and IT service lines, improving overall usability and satisfaction.
- Core Deliverables: Translated complex requirements into structured user flows, wireframes, prototypes, and high-fidelity mockups in Figma.
- Developer Collaboration: Partnered with software engineers to align designs with development constraints and platform technical feasibility.
- Accessibility & Assets: Integrated strict accessibility standards (WCAG) and utilized AI-assisted tools to speed up prototype iteration.

User Experience/Digital Designer (Founding Role)

Helen Ficalora, New York, NY

August 2019- July 2024

- E-Commerce Redesign: Led the UX/UI redesign of the e-commerce website and mobile platforms, driving an 18% engagement increase and 11% conversion lift.
- Data-Driven Optimization: Gathered user interaction data through surveys, interviews, A/B testing, and heat mapping to optimize critical UI pathways.
- Branding Integrity: Partnered with cross-functional teams to ensure branding guidelines and custom illustrations were implemented correctly inside the product.

User Experience Consultant, New York

CDXP at Pratt Institute, New York, NY

August 2021- December 2022

- Biometric Testing: Led an eye-tracking study of prospective students to evaluate information architecture and deliver actionable navigation insights.
- Platform Overhauls: Conducted user interviews, moderated tests, and web analytics investigations to revamp community and foundation web platforms.

User Experience Design Intern - Vehicle Ops

Zoox (An Amazon Subsidiary), Foster City, CA

May 2022- August 2022

- In-Vehicle Tooling: Led design from concept to delivery for a real-time, in-vehicle operator dashboard tool, enhancing usability and vehicle integration.
- Accessible Prototypes: Produced high-fidelity mockups and interactive prototypes adhering to WCAG guidelines alongside PM and Engineering teams.
- Operator Research: Conducted competitive analysis of automotive software and user research to improve operator interface consistency.

Summary

User Experience Designer specializing in applying user-centered design principles to translate complex concepts into intuitive user flows, wireframes, and interactive prototypes. Proven track record collaborating with software engineers to deliver high-quality, data-driven digital products.

 [View my work at akshatakarekar.com](https://www.akshatakarekar.com)

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 [linkedin.com/in/akshata-karekar/](https://www.linkedin.com/in/akshata-karekar/)

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

Figma, Adobe Creative Suite, Dovetail, Google Analytics 4 (GA4), HotJar, Maze, Voiceflow, HTML/CSS, Klaviyo, Loom, ServiceNow Architecture, Generative AI Workflows, Prompt Engineering (Design/Code), AI-Assisted Prototyping Tools.

Interaction

Product Design, Interaction Design, Information Architecture, Design Thinking, User Research & Synthesis, Usability Testing, Behavioral Analytics, Wireframing & Prototyping, Inclusive Design (WCAG 2.2), Enterprise UX, Systems Thinking, Eye Tracking, 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.