

# KETAKI HALDIPURKAR

## Lead UI/UX Designer

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Newark, California

## SUMMARY

Experienced and versatile Lead UI/UX Designer with 14 years of expertise in creating user-centered designs that drive engagement and brand recognition. Known for a collaborative approach that bridges business, design, and engineering, Ketaki has a proven track record in agile environments, startups, and established companies. Skilled in leading cross-functional teams and mentoring designers, she excels in building cohesive visual systems that enhance user experience, accessibility, and consistency. Ketaki combines a strong technical foundation with a creative vision, delivering impactful design solutions that increase user engagement, streamline processes, and strengthen brand identity.

## SKILLS

### DESIGNS USING

End-to-End Design process (since 2012), User Centered Design, Agile development, WCAG accessibility guidelines, Current global UX patterns, Atomic design system

### LEADS END-TO-END DESIGN PROCESS, which includes:

Design Strategy, Concept Development Design thinking & brainstorming sessions, Lean research methods and usability tests, Storyboards Information architecture, Site-maps, User-flow, Wireframes, High fidelity mock-ups, Design specs & Design QA Responsive Design (Desktop, tablet and mobile)

### Design Tools

Figma, Miro, Sketch, Abstract, Invision, Adobe cloud, Invision, Axure, Balsamiq

### FRONT END LANGUAGES

HTML, CSS, JavaScript, jQuery, React

### PRODUCTIVITY TOOLS

Azure, Confluence, Jira, Microsoft Office Suite, Visio

## EXPERIENCE

Lead UI/UX Designer (Full time) 06/2021 - 02/2024

### Strivr

Palo Alto, CA

- **Led the redesign and development of a VR product portal**, expanding client base reach by 75% through a user centered approach.
- **Enhanced user focus** by gathering feedback and implementing data-driven metrics for continuous improvement.
- **Created a cohesive visual design system**, boosting brand recognition and engagement by 25%.
- **Mentored junior designers** in accessibility (WCAG) standards and visual design, improving user experience and brand consistency.
- **Collaborated with cross-functional teams** to refine design concepts, implement data-driven improvements, and align with project goals.

Sr. UI/UX Designer (Contract)

05/2019 - 05/2021

### Chegg

Santa Clara, CA

- **Revamped the design of Chegg Study**, the company's top - selling product, achieving a 68% increase in engagement and a 23% boost in conversion rates by applying user-centric designs.
- Developed rapid prototypes for C-suite product proposals, supporting high-impact decision-making with clear, strategic concepts.
- **Contributed to the redesign** and development of the style guide library, ensuring design consistency and scalability across platforms.

Sr. UI/UX Designer (Contract)

01/2018 - 04/2019

### ServiceNow

Santa Clara, CA

- **Redesigned the Employee Portal (B2B Product) and multiple app interfaces**, integrating user feedback for improved functionality resulting in 100% increase in user engagement.
- **Collaborated with cross-functional teams** to implement a new visual design system and library, boosting user satisfaction and engagement.
- **Optimized the design process** by establishing consistent templates, reducing design iterations by 20% and cutting time-to-market for new features by 25%.

Mom

05/2017 - 12/2017

### Maternity break

Fremont, CA

- **Enhanced agility and responsiveness**, achieving near-perfect success in preventing pacifier drops.
- **Improved adaptability and problem-solving skills**, react promptly, enabling quick, decisive actions in any chaotic environment.

Sr. UI/UX Designer (Contract)

07/2016 - 04/2017

### Cisco

Santa Clara, CA

- **Redesigned Cisco Learning Network Store and Directory** with a user-centered approach, using usability testing and user research, resulting in a 87% increase in user engagement and a 45% boost in sign-up conversions.

## SKILLS

### COMMUNICATES in

English; also speaks (native) Hindi, Marathi, Konkani

## EDUCATION

### Interaction Design Certification

University of California

08/2013 - 06/2014 Santa Clara, CA

- Created website for Yoshi Restaurant, Bubu baby lifestyle products

### Master of Design

Indian Institute of Technology of Bombay (IIT Bombay)

06/2007 - 06/2009 Mumbai, India

- Won ASIFA International- Award of Excellence in Student Film Category.
- International award of animation film. Same film screened in Spain. Portugal, Australia, etc at International Film Festivals.
- Stood first in class, across all semesters, with a consistent score of >95%.
- IIT is an Ivy League School equivalent, with an acceptance rate of 0.5%. I was a scholarship student at IIT.

### Bachelors in Graphic Design

Abhinav Kala Mahavidyalaya

06/2001 - 06/2006 Pune, India

- Stood 6th in state merit list.
- Campaign chosen for display at State Art Exhibition [only 100 entries chosen all Over India].
- First place- Best Illustration Award; Best Student Award; Most Outstanding Campaign (2006).
- Student Head representative [raised funds & built Computer lab and Photography dark room in college]; Cultural program Coordinator(2005).
- First place- Best Illustration Award; Best student Award; Best student of Collage Award.

## EXPERIENCE

UI/UX Designer (Contract)

12/2015 - 06/2016

### ClearStory Data

Palo Alto, CA

- **Redesigned a complex cloud-based Business Intelligence tool**, improving ease of use and user flow with user-centered methodologies.
- **Conducted user tests and interviews** to gather insights for design optimization.
- **Collaborated with cross-functional teams** to refine the visual design system, achieving a 20% increase in engagement and eliminating 100% design inconsistencies.

UI/UX Designer (Contract)

09/2014 - 11/2015

### Kaiser Permanente

Oakland, CA

- **Collaborated on developing a visual design system** for future projects, ensuring a consistent and seamless user experience.
- **Redesigned key sections** of the adaptive website—search results, booking flow, pregnancy section—enhancing user experience and boosting engagement by 65%.

UI/UX Designer (Contract)

01/2014 - 08/2014

### Carelucent

Pleasanton, CA

- **Designed a responsive corporate website and logo** (desktop, tablet, mobile), enhancing brand recognition and receiving positive feedback at the HIMSS healthcare conference.

UI/ UX Designer (Contract)

08/2013 - 12/2013

### CrowdMed

Daly City, CA

- **Transformed CrowdMed's desktop app** into a responsive mobile app, increasing user engagement by 58%.
- **Designed and implemented icons, illustrations, and infographics** to enhance the company's web marketing effort.

Sr.Art Director (Full time)

06/2011 - 07/2013

### Mindtickle

Pune, India

- **Led creative direction** for gamification projects targeting Fortune 500 companies and educational institutes, boosting team efficiency by 30%.
- **Managed a team of Visual and Interaction Designers**, improving productivity and streamlining project workflows.
- **Crafted visual design strategies** for Mindtickle's marketing and website assets, driving a 20% increase in website traffic.

Founder + Lead Designer (Full time)

08/2009 - 04/2012

### Yelloh

Pune, India

- **Founded and scaled a design studio** serving clients across 12+ industries, specializing in communication, animation, and product & interaction design.
- **Led brand identity, publication, and exhibition design** projects, also including weekly comic strips and book illustrations for high-profile clients.
- **Directed team leadership and project management**, hiring and guiding a team of 2-10 designers and animators on successful, time-sensitive projects.