

Pratiksha Maruti Kulam

(872) 664-2060 | pratiksham.kulam@gmail.com | LinkedIn

PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience creating intuitive, scalable digital products. Focused on AI-driven and complex interaction design, with a research-led approach grounded in human-computer interaction. Skilled at turning ideas into practical solutions while balancing user needs, business goals, and technical constraints.

SKILLS

UX & Product Design: Wireframing, User Flows, Information Architecture, Design Systems, Interaction Design, Responsive Design, Prototyping, Design Thinking, Product Thinking, Stakeholder Management
UI & Visual Design: Typography, Color Theory, Visual Hierarchy, Component Libraries, High-Fidelity Mockups
Research & Usability: User Research, Usability Testing, A/B Testing, Journey Mapping, Affinity Mapping
Frontend Development: HTML5, CSS3, JavaScript (ES6+), ReactJS, Responsive Web Development
Frameworks & Styling: Tailwind CSS, Bootstrap, Cross-Browser Compatibility
AI & Emerging Tech: AI-Assisted Design, Generative AI for UX, Prompt Engineering, LLM-integrated Experiences, Conversational UI, AI Product Design Principles
Tools & Platforms: Figma, FigJam, Miro, Adobe Creative Suite, Framer
Programming & Core Skills: Python, C, C++, REST APIs, Problem Solving

PROFESSIONAL EXPERIENCE

Product Designer Northern Trust USA	Sep 2025 – Present
- Led end-to-end product design using design thinking, from user research to high-fidelity prototypes, improving usability by 30% and reducing workflow friction across 3+ enterprise applications. - Collaborated with cross-functional stakeholders including PMs and engineers, aligning business and user needs, accelerating delivery timelines and improving team efficiency. - Applied product thinking to prioritize 10+ features based on impact, increasing user engagement by 25% and improving task completion rates by 18% across key workflows. - Built scalable and robust design systems with reusable components, ensuring consistency across platforms and significantly improving design-to-development efficiency and collaboration. - Conducted usability testing with users and A/B experiments, leveraging insights to iterate designs, improving user satisfaction scores by 20% and reducing errors.	

UX/UI Designer Mphasis India	Mar 2021 – Jul 2023
- Designed responsive web and mobile interfaces using design thinking, improving overall user experience and accessibility, resulting in a 28% increase in user satisfaction across platforms. - Collaborated with cross-functional stakeholders and developers, applying strong stakeholder management to deliver user-centered solutions, reducing project rework by 20% and improving delivery alignment. - Translated business requirements into intuitive user flows, wireframes, and prototypes using Figma, reducing design iteration cycles by 25% and improving efficiency. - Applied product thinking to streamline navigation and optimize user journeys, increasing conversion rates by 18% and enhancing engagement across key workflows. - Conducted usability testing with target users, identifying usability issues and improving task success rates by 20% through iterative design improvements and feedback-driven decisions. - Partnered with frontend developers, contributing to implementation using HTML, CSS, and JavaScript, ensuring high design feasibility and achieving 95% design-to-development accuracy. - Optimized UI components and interaction patterns, reducing user errors by 15% and improving overall interface efficiency across multiple enterprise web and mobile applications.	

EDUCATION

Masters in Human-Computer Interaction DePaul University, USA	Sep 2023 – Nov 2025
Bachelors of Science in Computer Science Savitribai Phule Pune University	July 2019 – Aug 2022

KEY UX PROJECTS

MoodMode: AI-Powered Productivity App UX Research, AI Design & Product Design
- Designed an AI-powered, emotion-adaptive iOS productivity app using Lean UX, mapping multiple emotional states to AI-driven focus modes; reduced task start time and minimized decision fatigue for users with ADHD and procrastination tendencies. - Conducted user research and usability testing across multiple design iterations; developed NLP-based task breakdown and sentiment-driven interaction logic, resulting in strong user preference and improved emotional engagement during task initiation.
STC Hub Employee Portal Usability Testing
- Conducted end-to-end usability testing with 10+ participants using think-aloud protocol; captured quantitative and qualitative metrics including SUS, ASQ, and NPS. - Identified 6+ critical usability issues by analyzing task completion time, user flows, and error rates, improving workflow efficiency by 20% and reducing friction.
Autonomous Delivery Redesign – Uber Eats Platform UX Research & Interaction Design
- Identified a critical UX gap in how platforms like UberEats handle autonomous robot delivery; led mixed-methods research across 8+ participants to uncover trust, transparency, and handoff pain points. - Redesigned post-order robot delivery experience within UberEats UI, creating 5 key interaction screens to improve status clarity, pickup guidance, and error handling. - Iterated through 3 design cycles; estimated 35% improvement in task success rate and measurable reduction in user confusion at handoff touchpoints. (Conceptual redesign not affiliated with Uber Technologies.)

CERTIFICATIONS

- Google UX Design Certificate
- AI Tools for UX Design
- CITI Program