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# Smita Kulkarni UI/UX Designer

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Melbourne

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## ABOUT ME

I am a deep thinker and a relentless problem solver with an unquenchable curiosity, always hungry for knowledge and obsessed with creating usable and delightful user experiences. This makes me learn every day about new tools, design trends, mental models and changing human behaviours. I believe in collaboration and teamwork and allow myself to step back and recognise the best ideas. I am devoted to executing big ideas in design and technology that will have a positive effect on the world.

## PROFESSIONAL SKILLS

- **UX Design:** UX Research, Customer journey mapping, Wireframing, Accessibility, prototyping, User testing, Heuristic evaluation, WCAG 2.1 certified on Udemy.
- **UI:** Sketch, Figma, Adobe CC(AI, PS, XD), Invision, Zeplin, Design Guidelines, Principle, Flinto, Craft-sketch plugin, Material Design, Lightning design system.
- **Problem-solving:** Design Thinking, Active listening, MVP of the product.
- **Soft skills:** Collaboration, Creativity, Detail-oriented, Active listening

## DESIGN TOOLS

Sketch, Invision, Adobe suite(AI, PS, XD), Figma, Axure, Zeplin, Craft-Sketch plugin, Flinto, Askable platform, User Testing, UXpressia, Smaply, WCAG 2.1

## EXPERIENCE

### **City of Casey - Council, Melbourne - UX Researcher** sep 2020 - present

City of Casey is a local government organisation and I am working in customer experience team and working closely with Transformation and innovation team where I conduct User research and gain insights to feed into transformation to solve our customers pain points and give the best experience to our customers

- Creating Journey map op's for the whole organisation as a part of the transformation team to understand the gap's and create new opportunities.
- Conducting user testing sessions using Askable on council's customer facing digital products like, Reporting graffiti , Booking a Cat/Dog request, Booking the facilities for events.
- Working on the new Casey intranet website, Wireframing, User testing and also making sure it adheres to WCAG 2.0 Guideline.

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- Creating a AA accessibility test plan based on the four principles of accessibility and validating the website and making sure it is compliant.
  - Running Stakeholder interviews to understand the pains, needs and goals of both the business and the customer and help them articulate the problem
  - Working in youth services, Safer communities to reduce the Gap and improve the service

## **Carlton and United Breweries, Melbourne - UX UI designer** oct 2019 - march 2020

CUB brews some of Australia's most iconic and loved beers. It has got Australia's most innovative and diverse portfolio. I worked on their MyCub online B2B e-commerce website which helps customers and business owners source Beers, merchandise, barware, drink ware and also run social media ads through MyCUB online.

- Running stakeholder interviews to understand the pains, needs and goals
- Conducting one on one user research by visiting bars and pubs and observing user behaviours, Listening to customer support calls and understanding their struggle, Running and working on the feedback from NPS survey
- Creating value proposition maps for customers
- Creating customer journeys, identifying and validating the pain points .
- Validating the pain points by data analysis from SAP and helping business drive the strategy.
- Running discovery, ideation workshops with the developers and product owners.
- Creating sitemaps and user flows.
- Wireframing and user testing that validates the design.
- Building a UI tool kit/Design system on Sketch
- Working with developers to set up google Analytics.
- Measuring Event tracking, page views, audience, behavioral flow and goal conversion rate using google analytics.
- Working in an Agile-based environment- 2 weeks sprint.
- Creating a WCAG 2.0 AA accessibility test plan.
- Presenting, vouching and advocating the importance of WCAG within the organisation.

## **Academy Xi, Melbourne - UX design elevate mentor** mar 2020 - present

Academy Xi is a leading design school that teaches new skills in a collaborative and inspiring learning environment. Academy Xi teaches practical courses in UX Design, Product Management, Mixed Reality, and more.

- Working as mentor along with a lead instructor at Academy Xi
- Content preparation and assistance to lead instructor
- Mentoring and nourishing young designers by helping them build practical UX projects
- Running workshops and design thinking boot camps for students.
- Homework reiteration and general engagement on slack

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## **YouLi(You live to travel), Melbourne - UX/UI designer**

Jan 2019 - Oct 2019

YouLi is a travel management software(SaaS application) which gives white labelled travel websites for travel organisers that helps them plan and manage entire travel

- Applying end to end Design thinking process.
- Empathising with our current users and prospects and creating empathy maps that help us understand user pain points.
- Creating customer journey mapping where pain points of our users are turned into opportunities.
- Running customer feedback sessions and meetups that help us add new features for the design.
- Conducting user research, scripting research questions.
- Prototyping and usability testing of the features.
- Building a UI Tool kit for the system.
- Branding , Logo design, Making visual illustrations for a marketing page.
- User flows of features that customers are demanding.
- Product management using JIRA.
- stakeholder management- collaborating with developers, sales and marketing team.
- User observation on the full story(app to observe users using the feature) which helps us understand the pain points of our users and issues with the product.
- Looking at Heap analytics to see user conversion and engagement with the app.
- Arriving at SUS score after usability testing of the features.
- Conducting competitor analysis of other travel products in the industry.
- Working in an Agile-based environment- 2 weeks sprint.

Clients using YOULI(You live to travel): STA travels, Hands-on development, Global family travels, TTC Ally, Adventure.org, Best Life Adventures and Many other clients across the Globe.

## **Colour space, Melbourne - Freelance UX/UI designer**

Jan 2019 - March 2019

Colour space is a marketplace that helps local artists rent and sell their art for corporates.

It believes in Do good, feel good and look good with art.

- Conducted stakeholder whiteboarding to understand the problem space and came up with the hypothesis.
- Running a workshop with the team to find the right users for research.
- Worked on user research to test our hypothesis.
- Working on user flows and A/B testing our MVP features currently.
- Heuristic evaluation of the website for its accessibility.
- Empathy mapping and storyboarding to understand the different set of client.

## **Aphrodope, Melbourne - UX/UI designer**

Dec 2018 - Feb 2019

Aphrodope is an Australian business and manufactures medicinal, herbal liqueur.

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- Worked on Researching with people and trying to understand their health concerns with liqueur and the choice they make before choosing a drink.
  - Researching the moods of users when they choose a particular drink.
  - Card sorting to evaluate the information architecture of the design.
  - Usability testing of the existing design.
  - Working on a heuristic evaluation of the existing design to understand if the design is aligned with the people's mental model of using the app.

**Fetch lane, Melbourne - UX/UI designer (Academy Xi)** Nov 2018 - Dec 2018

Fetch lane is an e-commerce website that sells ethical products online.

- Worked on user research to gain user insights on why users shop ethical.
- Heuristic evaluation of the current website.
- Created a prototype for the mobile web app.
- Making sure the website is accessible and is AA compliant.
- Competitor benchmarking to understand best practice.
- Card sorting to evaluate the information architecture of the design.
- Information architecture based on how users seek information.
- Created user flows that meet the needs of our persona.
- Generated a customer journey map to uncover pain points and opportunities for ethical shoppers.
- Wireframing, Prototyping and usability testing of the Fetchlane site.

**Dashcord, Melbourne - UX/UI designer (Academy Xi)** Nov 2018 - Nov 2018

Daschord is a plugin available for Salesforce customers.

- Worked on designing an event booking app.
- User interviews with Salesforce customers to understand their insights.
- Competitor benchmarking with apps like meetup and Eventbrite.
- Developed an empathy map to understand user pains, needs and goals.
- Participated in a collaborative ideation session to arrive at the MVP of the product.
- Generated user flows for the key user journeys (i.e personal event feed, event page).
- Wireframing of the design and usability testing of the design.
- Testing it with all age groups and making sure its AAA complaint.
- Created a prototype using the Lightning Design Systems guidelines provided by Salesforce.

**Two Space, Melbourne - UX/UI designer(Academy Xi)** Oct 2018 - Nov 2018

Two space is a co-working space that turns restaurants closed during the day into a network of co-working spaces.

- Affinity mapping based on user insights from surveys and one-on-one interviews.
- Behavioural variable mapping to establish a proto persona.
- Created a prototype and conducted usability testing.

**Freelancer- UX/UI/ BRANDING**

Sep 2017 - Dec 2018

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Worked as a freelance designer helping various projects and local businesses where I have used Research tools that have helped me empathise with users, turn their pain points into opportunities and ideate to help them reach their goals while iterating whenever it was required.

PROJECT: Mindsets

- Facilitating a workshop with team on understanding user problems.
- Using Research tools- 2X2 matrix, Stakeholder whiteboarding, Radar charts that help us understand the GAP.
- Working on pricing strategy.

PROJECT: Work Vibely (Personal project)

- Running a survey to understand what employees in the industry face.
- Trying to understand why employees quit, their pain points struggles in the industry.
- Working on ideation sessions that will help employees feel psychologically safe, warm and welcome within the industry.
- Designing for Teams, that will help them grow together while feeling nourished.
- Setting Team goals and individual goals and helping them achieve them.

Wipro Technologies, Bangalore- *Product design Engineer* Mar 2013 - Aug 2017

Wipro delivers IT services, business and technology consulting, IT outsourcing and system integration services & solutions. I had the opportunity to work for multiple clients as a part of Wipro technologies.

PROJECT: Harman-Automotive

Mar 2013 - Aug 2013

- Worked on the design and testing of an infotainment system for a race car.
- Conducted user research by speaking with customers of Harman.
- My role also included writing the usability test scripts.
- Usability testing of the infotainment system with users.

PROJECT: CISCO

Sep 2013-Aug 2016

- Preparing a hardware design document based on insights from research.
- Stakeholder management, presenting the design and evangelising user research.
- Designing a page for finding mean time between failures of hardware design.
- UI design of a page to find components for the hardware system.
- Lead and mentored a team of three on design and product testing.
- Scripting and automating the testing of the network switch.
- Worked in an agile sprint and attended the retrospective meeting with clients.
- Attending client calls and updating the design progress and challenges.
- Collaborating with the manufacturing team in China for resolving the issues.

PROJECT: PHILIPS HEALTHCARE

Sep 2016- Aug 2017

- User Research (one on one interviews with people using Philips healthcare to understand their pain points).
- Presenting the insights and findings to stakeholders.

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- Designing a page that helps share reports, test results between doctors and technicians.
  - Design of a chat window, creating groups within the chat.
  - Accessibility check of the website and making sure its WCAG 2.0 complaint.
  - Usability testing of the interface and iterating the design based on the test results.
  - Redesigning of some of the pages after conducting the heuristics evaluation of old design.
  - Wireframing of new designs.
  - Bug fixing in Javascript, HTML, CSS.

## LANGUAGES

HTML, CSS, Python, javascript

## EDUCATION

Academy Xi, Melbourne - *UX Design Transform*

Oct 2018 - Dec 2018

PES University, Bangalore - *Bachelors of Engineering*

Jun 2009 - Jul 2012

## ACHIEVEMENTS

Youli has got shortlisted for “Women in travel” awards 2019

Received “Maverick” Excellence Award from our customer CISCO Business Unit

Certificate of Merit for securing 100% in Maths-1 and Maths-2 in my Diploma

Certificate of Merit for securing 3rd rank for the year 2008-09 in my Diploma

## INTERESTS

Yoga    Cooking    Cricket    Art & Craft    Sketching

## REFERENCES

Available upon request