

Dhawal Kulkarni

UX Designer | AI-Driven Product Design | MSc HCI

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Portfolio Link - <http://dhawalkulkarni.in/>

Highlights

- 10+ years of IT industry experience designing scalable digital products across fintech and web platforms. Specialized in AI-driven UX, personalization systems, and data-informed design.
- Proven ability to lead end-to-end design, collaborate with cross-functional teams, and deliver intuitive, high-impact user experiences.
- With a background in development, I bring strong systems thinking into design—ensuring solutions are not only user-friendly but also technically scalable and future-ready.
- I design user experiences that transform digital products from static interfaces into intelligent, user-centered systems.
- I specialize in personalization, behavioral insights, and data-informed design to create intuitive and impactful user journeys.

Core Skills

- **User Research** - Understanding user needs, behaviors, and pain points through qualitative and quantitative methods.
- **Interaction Design** - Designing intuitive interactions and seamless user flows for digital experiences.
- **Design Thinking** - Solving complex problems through a user-centered and iterative design approach.
- **Usability Testing** - Evaluating product usability through user feedback and testing sessions.
- **Wireframing & Prototyping** - Creating low to high-fidelity prototypes to visualize and validate ideas.
- **Data-Driven Design** - Using analytics and user insights to make informed design decisions.
- **Conversational UX** - Designing natural and engaging interactions for chatbots and AI-driven interfaces.
- **Design Systems** - Building scalable and consistent UI components and design guidelines.

Professional Experience

UX Consultant – Freelance, Pune (March 2024 – Present)

- Partner with startups and businesses to solve complex product challenges through UX strategy, user research, interaction design, information architecture, and rapid prototyping.
- Lead end-to-end UX engagements, translating business requirements and user needs into intuitive workflows, wireframes, high-fidelity interfaces, and developer-ready specifications.

- Design and improve SaaS platforms, responsive web applications, mobile experiences, and digital products, with a focus on usability, scalability, and measurable business outcomes.
- Use AI-assisted design workflows for research synthesis, UX exploration, content generation, rapid prototyping, and design iteration, accelerating the transition from concept to validated solution.
- Collaborate directly with founders, product managers, developers, and stakeholders to define requirements, prioritize features, resolve usability challenges, and maintain alignment from discovery through implementation.
- Build reusable design systems, components, interaction patterns, and UX documentation to improve consistency and support scalable product development.
- Conduct UX audits and usability evaluations to identify friction points, simplify complex journeys, and improve product clarity, accessibility, and overall user experience.

UX Designer – CanWill Technologies, Pune (Nov 2019 – Aug 2022)

- Conducted user research, heuristic evaluations, and usability testing to identify pain points and improve overall product usability and accessibility.
- Collaborated closely with product managers, developers, and stakeholders to deliver scalable, user-centered solutions aligned with business and customer goals.
- Actively participated in quarterly sprint planning (Q1–Q4), contributing to product roadmap discussions, feature prioritization, and UX strategy alignment.
- Created wireframes, prototypes, interaction flows, and design documentation to streamline development and improve cross-functional collaboration.
- Contributed to the evolution of scalable design systems and interaction patterns to maintain consistency across digital products.
- Worked on data-informed design improvements and supported the foundation for AI-driven personalization and recommendation experiences.

UX Designer – ARTICLE8 Design, Pune (Nov 2017 – Nov 2019)

- Designed user experiences for fintech products, crowdfunding platforms, and mobile applications, focusing on seamless payment flows, donor engagement, and financial transparency.
- Improved user engagement and retention through intuitive information architecture, optimized user journeys, and user-centered interaction design.
- Conducted user research, usability testing, and stakeholder workshops to identify pain points and enhance overall platform usability.
- Simplified donation, onboarding, and transaction experiences, contributing to improved trust, accessibility, and conversion rates.
- Collaborated with cross-functional teams including developers, business stakeholders, and product managers to deliver scalable and business-aligned design solutions.

Associate Web Developer – Prodigitas, Pune (Dec 2014 – Nov 2017)

- Developed and customized WordPress websites, themes, and plugins for multiple clients across diverse business domains.
- Collaborated closely with design and product teams to translate business requirements into responsive and user-friendly digital experiences.

- Optimized website performance, functionality, and scalability through clean coding practices, plugin customization, and front-end enhancements.
- Contributed to improving usability and UX alignment by working on responsive layouts, navigation structures, and interaction-focused implementations.
- Supported end-to-end website development including requirement gathering, implementation, testing, deployment, and maintenance.

Education

- MSc Human Computer Interaction – University of Birmingham, UK (2023)
- MSc Computer Science – University of Pune, India (2014)
- BSc Computer Science – University of Pune, India (2012)

Certifications

- Enterprise Design Thinking Practitioner
- Enterprise Design Thinking – AI Essentials