Tusharkanth Karlapudi

Product Designer

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Experience

UX Designer │ Obran Cooperative

Aug 2022 - Present • Remote • Investment Management

- Defined the Internal Capital Account on the member portal, providing streamlined account and finance management tools.
- Identified and addressed pain points in the member portal to create a more intuitive and efficient experience using design sprints, resulting in a 38% improvement in productivity.

Product Design Intern │ Alto Pharmacy

May 2022 - Aug 2022 • Remote • Healthcare & Pharmacy

- Revamped internal and external design systems as part of the Design Systems team, saving 430 days in engineering efforts.
- Shipped the non-prescription meds purchasing experience on the app, increasing user engagement by 25%.
- Conceptualized the web app experience on desktop and mobile for Alto Pharmacy.

UX Designer │ Pay1

Jun 2021 - Aug 2021 • Remote • Retail

- Improved user participation on the app by 36%, by introducing a user reward system, while collaborating with cross-functional teams.
- Conducted contextual inquiry and user interviews with 15 users.
- Introduced a unified design system with the UX team to provide a consistent design language across all platforms.

Front-end Developer II │ Arzooo

Oct 2020 - Jun 2021 • Bangalore • B2B E-commerce

- Designed GoStor.com, a B2C e-commerce website through CI/CD.
- Restructured the internal analytics and tracking dashboards, helping improve efficiency of the finance and logistics department by 40% and 30% respectively.

Front-end Developer │ Deloitte

Jun 2019 - Sep 2020 • Bangalore • Enterprise Consulting

- Created an internal audit tool for client assessment, improving efficiency by 50%, using Agile methodology.
- Developed enterprise solutions for clients as part of the IIoT team. The solutions helped improve the factory output quality by 40% and overall efficiency by 20%.

Skills

Design
Interaction Design, Visual Design, User Flows, Accessibility, Storyboarding, Information Architecture, Prototyping, Design Systems, Wireframing, Data Visualization

Discovery
Design Sprints, Design Thinking, Contextual Inquiry, Surveys, Affinity Mapping, Usability Testing, A/B tests, Persona Creation, Journey Mapping, Systems Thinking

Tools
Figma, Sketch, Invision, Principle, Adobe XD, Adobe Photoshop, Adobe Illustrator

Development
JavaScript (React, Vue.js, Angular), HTML, CSS, Python, Java, C, Agile, CI/CD

Education

University of Maryland
College Park, MD • 2021-2023
Master's in Human-Computer Interaction

BITS Pilani
Pilani, India • 2015-2019
Bachelor's in Computer Science
- Head of Design Club (Aug 2017 - May 2018)