

# Tusharkanth Karlapudi

## Product Designer



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## Experience

### UX Designer | Obran Cooperative

Aug 2022 - Present • Remote • Investment Management

- Designed for 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 with enhanced visual design.

### Product Designer Intern | Alto Pharmacy

May 2022 - Aug 2022 • Remote • Healthcare & Pharmacy

- Redesigned onboarding process for patient app to provide a more positive experience.
- Revamped internal and external design systems as part of the Design Systems team, making documentation more modular and accessible.
- Shipped the non-prescription meds purchasing experience on the app.
- Conceptualized the web app experience on desktop and mobile for Alto Pharmacy.

### UX Designer | Pay1

Jun 2021 - Aug 2021 • Remote • Retail

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

### Front-end Developer II | Arzoo

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

- Designed GoStor.com, a B2C e-commerce website.
- Designed 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

- Designed an internal audit tool for client assessment, improving efficiency by 50%.
- 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)