

# Apoorva Kulkarni

## UI/UX Designer

[www.apoorvak.com](http://www.apoorvak.com)

[apoorva.kulkarni@uconn.edu](mailto:apoorva.kulkarni@uconn.edu)

+1 470-358-9843

[linkedin.com/in/apoorvakulkarni](https://linkedin.com/in/apoorvakulkarni)

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## Education

### University of Connecticut 2021

Bachelors of Arts in Human-Computer Interaction

Minor in Computer Science

## Experience

### Augmented Reality Designer @ UConn School of Digital Media and Design

Aug 2020 - Present, Storrs CT

Create emotionally appealing interactive AR art to spread awareness about cultural misappropriation utilizing Adobe Creative Cloud (Illustrator, Photoshop, AfterEffects, and Dimension) and Unity (Vuforia)

Execute all visual design stages from developing storyline concept to finalising visual direction

### Research Assistant @ UConn Department of Communication

May 2020 - Aug 2020, Storrs CT

Assisted virtual research to study the correction of misinformation about face masks on social media

Designed and conducted Qualtrics survey to observe participants' stance on face masks

Analysed and collected data from over 20 sources and created Facebook web UI mock-ups to present as stimulus in the study

### Graphic Designer @ UConn Football

Aug 2019 - May 2020, Storrs CT

Responsible for direction and execution of weekly designs on social media for promotional and recruitment purposes while maintaining brand consistency

Adopted user-centered approach to design graphics to effectively target audience

## UI/UX Projects

### Rider 2020

Transformed the existing mobile transit application for improved user experience & usability

### UConn Survive 2020

Designed a web platform to give a voice to assault, abuse and harassment survivors

### ParkUp 2019

Created a chromatic mobile design to solve the problem of limited parking space on college campuses

## Skills

### Interactive

Figma

Adobe XD

InVision

Unity/Vuforia

Framer

ProtoPie

### Graphic

Photoshop

Illustrator

Illustrator

InDesign

After Effects

### Programming

Python

HTML/CSS

C