Apoorva Kulkarni

Product Designer

www.apoorvak.com   apoorva.kulkarni@uconn.edu   +1 470-358-9843   linkedin.com/in/apoorvakulkarni

Education

University of Connecticut, Storrs

Bachelors of Arts in Human-Computer Interaction
Minor in Computer Science
Expected Graduation: May 2021
Major GPA: 3.96/4.0; Cumulative GPA: 3.52/4.0

Experience

Product Design Intern @ Vital Strategies

Jan 2021 - May 2021, New York NY

- Devise features to revamp UX of the Simple Dashboard to simplify monitoring and managing tasks by healthcare workers.
- Collaborate closely with multiple cross-functional teams to design components for Simple Dashboard and build strong relationships with clients.
- Engage in web design, information design, user research, copywriting, and other aspects of product design.

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 ideate optimal solutions to correct misinformation about face coverings on social media platforms.
- Analysed and collected data from over 20 sources to identify patterns within user behaviours.
- Designed visual stimuli of varying interactivity levels to accompany research surveys.

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.

Tools

Interactive

Figma

Adobe XD

InVision

Unity/Vuforia

Framer

ProtoPie

Graphic

Photoshop

Illustrator

Dimension

InDesign

After Effects

Computer

Python

HTML/CSS

C

Relevant Skills

User Interviews, Think-aloud Usability Testing, Card Sorting, Competitive Analysis, User Surveys, Rapid Prototyping, Information Architecture, Journey Maps, Task Flows, Storyboarding, Personas, Wireframing, Heuristic Evaluation, Interaction Design, AR Design

Design 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.

Moto 2020

Created a minimalistic mobile application to simplify money transfers and requests.

Relevant Coursework

As of Fall 2020

Fall 2020

DMD 3035: Interaction Design
COMM 4600W: Computer-Mediated Communication
DMD 3099: Independent Study

Spring 2019

COMM 4650: Human-Computer Interaction
COGS 2201: Foundations of Cognitive Science
DMD 2200: Motion Graphics I

Fall 2019

CSE 3500: Algorithm and Complexity
CSE 3666: Introduction to Computer Systems

Spring 2018 and prior

CSE 2300W: Digital Logic Design
CSE 2500: Introduction to Discrete Systems
CSE 2050: Data Structures and Object-Oriented Programming

Achievements

Dean's List

Spring 2020 - Present

Asian American Cultural Center Annual Mural Contest

Spring 2019, First Place

Peter J. Werth Logo Competition

Spring 2018, First Place

Leadership Merit Scholarship

Aug 2017 - May 2021