

Apurva Ulabhaje | User Experience Designer

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4 years of professional experience | Web and mobile design | Startup experience in AI-based SaaS

Education

Master of Science in Human-Computer Interaction

Indiana University, Indianapolis, IN (GPA: 4/4)

Aug 2023 - May 2025

Bachelor of Design | Service & UX Design

Srishti Manipal Institute of Art, Design and Technology

Jun 2016 - Sep 2020

Work Experience

Product Design Intern | Tenon (USA Remote)

May 2024 - Present

- Designing user models, mockups, and prototypes for a marketing automation web interface in collaboration with engineers, product managers, and content strategists.
- Conducted a usability evaluation of the existing product, resulting in 15 actionable recommendations.
- Analyzed top 10 industry competitors, providing tangible insights for marketing and sales teams.

UX Research Assistant | Indiana University, Indianapolis

Aug 2023 - Present

- Currently leading a project to analyze elderly social connections by conducting 12+ user interviews and applying human-centered design through storyboards to uncover data-driven user needs.

User Experience Designer | Globant

Nov 2021 - Jul 2023

- Optimized 5 user flows through persona-driven A/B testing, improving user interface for 25,500 global users.
- Enhanced Ernst & Young's design system by creating 35+ components by playing an active role in client communication and development of the design tokens, leading to refined usability.

User Experience Designer | Wipro Linecraft AI

Jul 2020 - Nov 2021

- Led AI-driven enterprise platform redesign, delivering wireframes, mockups, prototypes, and visual designs for new features, resulting in 5 new client acquisitions.
- Created a research repository of 45 competitors and led ethnographic research to identify 12 distinct personas.
- Promoted within 11 months, taking on extended responsibilities of planning, scoping, managing, and optimizing the design and research operations while collaborating with cross-functional teams.

UI UX Intern | Indypay Technologies

Jan - Mar 2019

- Accomplished heuristic evaluation on Vedak's website and rectified 15 usability issues, which helped refine the product's information architecture, leading to a 70% boost in usability.

User Experience Intern | Persistent Systems

May - Jun 2019

- Designed 20+ high-fidelity consumer banking screens, which were used for 2 successful client sales pitch presentations.

UX Service Design Intern | Tata Motors

May - Jun 2018

- Executed quantitative research for a mobility project, surveying 80 users to develop data-driven user profiles.

Skills

Design: Storyboards, Wireframes, Rapid prototyping, Interaction Design for iOS, Android, and Web, Visual and Graphic design, UX Copywriting, Creation of Design Systems, User-Centered Design, HCI, Design, and Product Management.

User Research: Qualitative and Quantitative Research (Interviews, observations, ethnographic research, etc.), A/B Testing, Planning and Strategizing Research Methods, Card Sorting, Personas, User Journeys, Statistical analysis.

Software: Figma, Qaultrics, Illustrator, Photoshop, Sketch, InVisio, Principle, After Effects. Basics of HTML, CSS, Python.