

Apurva Aniruddha Ulabhaje | Product Designer

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Currently a student at Indiana University with **4 years** of industry experience in UX research, wireframing, usability testing, visual design, and working with design systems for **AI-based SaaS** and Enterprise softwares. Previous experience working as a **product designer in an AI-based startup** and managing the **end-to-end** design process.

Education

Master of Science in Human-Computer Interaction

August 2023 - May 2025

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

Bachelor of Design | Service Design, UX Design

June 2016 - September 2020

Srishti Manipal Institute of Art, Design and Technology

Work Experience

Indiana University, Indianapolis

August 2023 - Current

User Experience Research Assistant

- Study 1: Actively contributing to framing the research protocol and conducting 50 user interviews for a study addressing challenges in offline social connections among the elderly to discern data-driven user needs.
- Study 2: Planning and leading participatory design sessions with 20 participants for an NSF-funded research study to improve the remote engagement of older adults and grandchildren.

Globant

November 2021 - July 2023

UX Product Designer

- Worked on an AI-based product that detected floor plans by computer vision models and contributed by designing dashboards and 3 user flows, improving the product's overall information architecture and navigation.
- Enhanced Ernst & Young's design system by creating 45+ icons and components by playing an active role in client communication and development of the design tokens, leading to refined usability.

Wipro Linecraft AI

July 2020 - November 2021

Product Designer

- Spearheaded AI-based enterprise platform redesign by taking ownership of the end-to-end design process to produce wireframes, mockups, prototypes, and visual designs for new features, resulting in 5 new client acquisitions.
- Built and expanded a design system for simplified design library management for 40 users in the company.
- Led ethnographic research that resulted in the identification of 12 distinct personas and user flows.
- Researched market opportunities, leading to the evaluation and creation of 45 competitors' research repositories.
- Promoted within 11 months, taking on extended responsibilities of planning, scoping, managing, and optimizing the design and research operations while collaborating with multiple stakeholders.

Internship Experience

Industree Foundation | Product Designer

January - June 2020

- Investigated challenges faced by 20 artisans (Tsunami survivors) and designed user flows, leading to the research-driven development of a mobile application facilitating artisan connection with broader markets.

Indypay Technologies | UI UX Intern

January - March 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.

Persistent Systems | User Experience Intern

May - June 2019

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

Tata Motors | UX Service Design Intern

May - June 2018

- Collaborated with cross-functional teams on the multi-model mobility project to conduct quantitative research with 80 users, leading to insight-driven identification of user profiling and behavior mapping.

Skills

Design: Storyboards, Wireframes, Rapid prototyping, Interaction Design, Visual and Graphic design, Product Branding Documentation, UX copywriting, Creation of Design Systems, Human-Centered Design, HCI, Design and Product Management. Basics of HTML, CSS, Python.

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.

Business: Business model, Product Market Fit, Value Proposition Canvas

Software: Figma, Qaultrics, Adobe XD, Illustrator, Photoshop, Indigo Studio, Balsamiq, Marvel, Invision, Sketch, Adobe After Effects, Premiere Pro (Video editing), Typeform, Miro.

Projects

SaaS for Alzheimer's Caregivers

- Created a data management enterprise software for Alzheimer's caregivers in a daycare facility by planning and executing 2 observation studies, 16 interviews with different user segments, and by further designing 4 user flow mockups along with conducting usability testing.

Project Link: <https://www.apurvaulabhaje.com/forget-me-not>