Devi Kulkarni

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EDUCATION

MS HCI/d (Human-Computer Interaction Design) | GPA: 4.0 — Aug 2024 to May 2026

Indiana University Bloomington, Indiana

B.Arch (Bachelor of Architecture) — Aug 2017 to April 2022

University of Mumbai, India

SKILLS

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, PremierePro), Framer, AutoCAD, SketchUp

Design & Research: User-Centered Design, Experience Design, Information Architecture, Interaction Design, User Interface Design, Storyboarding, Primary Research, Secondary Research, Wireframing, Prototyping, User Testing, UX Writing

Strengths: Strategy, Communication, Collaboration, Primary User Research, Presentations

EXPERIENCE

Technical Documentation Intern (Enterprise Systems) — Sept 2024 to Present

University Information Technology Services (UITS), Indiana University

- Improved the experience of 250+ blog writers and 1400+ web content creators by identifying pain-points in the process of creating content using enterprise tools through research and delivering actionable insights for cross-functional teams.
- Redesigned the information architecture and content on a documentation website, achieving a 15% increase in user engagement.
- Designing and writing documentation for a new web content creation tool, empowering staff and students to publish content online adhering to the university's brand identity, goals and standards of accessibility

Junior Architect (Healthcare Team) — July 2022 to Feb 2024

I.M.Kadri Architects, India

- Delivered accelerated proposals and blueprints for large-scale projects, including a $4M auditorium, addressing complex stakeholder needs using agile kanban workflows to collaborate in cross-functional teams and by promoting the use of generative AI tools.

PROJECTS

Conversational AI: Designing Trustworthy & Human-Centric Chatbot Experiences for Salesforce — Aug to Dec 2024

Salesforce Sponsored Academic Project | Team of 9

- Designed the Gen-AI chatbot experience of potential customers to maximize B2B SaaS sales opportunities and enable sales teams to respond to an increased number of inquiries
- Collaborated with the sponsor team to balance strategic business goals and research-driven user experience insights
- Facilitated a team of 9 through the discovery research and analysis phase, leading experimental primary research.
- Developed interactive prototypes in 3 rounds of iteration for the chatbot, adhering to the Salesforce design system.

Swap-n-Shop! Enhancing the Grocery Shopping Experience — Sept to Oct 2024

Academic Project | Team of 4

- Enhanced the grocery shopping experience of Aldi customers, with specific focus on the elderly, by building social and embodied patterns of interaction through in-store gamification based on insights from naturalistic observations and contextual inquiries
- Delivered an effective concept presentation by creating a lifesize mockup and storyboarding the user journey

Flexi: Adaptive Fitness Tracking for Grad Students — Aug to Sept 2024

Academic Project | Team of 4

- Addressed dishonesty in fitness-tracking among students by ideating a flexible fitness tracking system that reshapes users' mental model based on findings from desk research and interviews of over 10 stakeholders.
- Reduced task completion time by 50% by iterating based on insights from cognitive walkthroughs conducted on paper prototypes.

ACHIEVEMENTS:

Runner Up – *Designing Artifacts for Memory Preservation* (Design Challenge | *HCDC+HCI/d Club* at IU | Team of 3) — Oct 2024

All India Rank 4 (99th percentile)– Strategic Design Management (Aptitude Test | *National Institute of Design*) — March 2024

Journal Pick Entry – *Social Distancing Housing* (International Design Competition | *NonArchitecture Journal* | Team of 2) — Nov 2021