



Sumedha Kulkarni

User Experience (UX) Designer

Contact: sumedhakulkarnee@gmail.com | 424-471-8706 | [Portfolio](#) | [LinkedIn](#)

Education

M.S. in Human-Computer Interaction **Indiana University, Bloomington**

Aug 2024-May 2026

Bachelor of Architecture **Babasaheb Ambedkar Marathwada University, India**

Aug 2015-April 2021

Project Experience

Industry Sponsored Salesforce Conversational AI chatbot Redesign Project

Aug- Dec 2024

Collaborated with a team of 9 graduate students to achieve the following goals-

- Created 'Fin the Dolphin' for Salesforce, enhancing user engagement by incorporating insights from industry professionals.
- Improved retention and satisfaction by addressing pain points with behavioral triggers, personalized prompts, and clarifying questions.
- Reduced scrolling time and frustration by developing real-time chat timelines and dynamic website redirection, ensuring uninterrupted conversations.
- Simplified Product Discovery by enabling faster, informed decisions with filters and summary features for product comparisons, reducing cognitive load.

Public Exhibition for Domestic abuse awareness in Southeast Asian youth

Nov- Dec 2024

- Worked in a group of 4 to design a public exhibition to increase awareness about early signs of domestic abuse in romantic relationships using **storytelling, experiential learning, and encouraging discussions** in young Southeast Asian communities.
- Enhanced user engagement and ensured emotionally sensitive visitor experiences by incorporating **trauma-informed design practices based on data collected from digital ethnography and interviews with survivors**.
- Tailored the exhibition to resonate with ethnic **audiences to increase cultural awareness** by designing an immersive room showcasing portrayals of disguised abuse in local films.
- **Reduced stigma and built trust around asking for help** by designing a resource room that provides comprehensive help guides, brochures, future workshops, and private booths for individuals seeking support or access to further assistance from NGOs, therapists, government, and law institutions.

Designed an embodied shopping experience for international students

Sep- Oct 2024

- Worked in a team of 3 and conducted **user research interviews** and **ethnographic research** on fresh immigrants and international students to identify their struggles with grocery shopping in the United States.
- Performed a **thematic analysis** and analyzed the research to **create design sketches and storyboards** for peer critique. **Reiterated design concepts** after **feedback** from peers, Dr. Gray, and Assistant Instructors.

Redesigned Whoop wearable Fitness tracker's application

Aug-Sep 2024

- Collaborated with a team of 2 to redesign a fitness tracker app to prioritize **mental health**, targeting Gen Z and Millennials with anxiety and depression by introducing features like assigned meditation times, push notifications of affirmations, and personalized quotes from athletes.
- **Created research protocols** to conduct **user interviews** and **usability tests** of potential and current wearable device users to understand their motivations and pain points for achieving fitness.

Skills

Design: Design systems, Rapid Prototyping, Agile methodology, Sketching, Storyboarding, Wireframing and creating Mockups, Information Architecture, Creative Writing, Contextual design, User Flow, Data visualization.

Research: User interviews, Cognitive walkthroughs, Contextual Inquiries, Probes, Ethnographic research, Thematic Analysis, Affinity diagrams, and Usability Testing.

Tools: Figma, Sketch, Tableau, FigJam, Framer, Origami, Adobe XD, Miro, Procreate, Illustrator, Photoshop, Lightroom, Basics of HTML

Collaboration: Facilitation, Leading stakeholder meetings and design sprints, Empathy, Active listening, Conflict resolution

Relevant Coursework

Introduction to HCI, Foundations of HCI, Studio Practices-I (Industry sponsored project with Salesforce), Data Visualization with Tableau, Interaction Design Methods, Design Strategy

Certifications

- Google's Foundations of User Experience (UX) Design Certification.
- Google's Start the UX Design Process: Empathize, Define, and Ideate.
- Georgia Institute of Technology Introduction to User Experience Design.