Neha Keshav Kulkarni

User-centric innovator utilizing data analytics to design impactful products that balance customer satisfaction with business goals.

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ABOUT ME

Experienced design leader specializing in user-centered solutions for fintech, edtech, e-commerce, and healthcare. Proven track record in B2B, B2C, enterprise, and SaaS products, including work on Zelle, Instagram and Facebook shops, and data visualizations for various industries. Skilled at translating complex requirements into intuitive designs, managing projects end-to-end, and balancing stakeholder needs with user expectations. Leverages GenAI to enhance productivity, streamline processes, and inform design decisions. Seeking opportunities to drive digital product success through transformative design strategies.

Skills and expertise

User-centered design, User research, data visualization, behavioral design, design thinking, design sprints, journey mapping, wireframing, prototyping, usability audit, user testing, design systems, people management, cross-functional team collaboration, designing with generative AI.

PROFESSIONAL EXPERIENCE

Principal User Experience Designer, Fidelity Investments - Westlake, TX (Hybrid) February 2025 - October 2025

Leading the experience design and strategy for Fidelity Charitable®'s donor experience platform.

- **Giving Account Opening Redesign:** Optimized account opening based on security audit, making setup time by 40% faster and reducing user dropout by 22%.
- **Grant Status Tracker:** Designed self-service grant tracker with customized status updates reducing service calls by 35%, significantly decreasing call center operational costs.
- **In-App Caller Verification:** Integrated caller verification into primary application, eliminating multi-system toggling. Improved first-call resolution by 45%, reduced handle time by 90 seconds, and increased call throughput.
- **Digital Account Removal:** Led the design of self-service account removal capability which led to decrease in account management calls by 42%, significantly reduced manual processing time per month.

User Experience Design Lead, Indiana University - Frisco, TX (Remote) September 2023 - Present

- Leading a team of designers and researchers in crafting workshops and conducting studies on museum visualization
- interactions, to enhance guide-visitor engagement.
- Spearheaded UX research efforts, boosting actionable insights by 30% and catalyzing significant product enhancements.
- Improved assistive technology usability by 24% for visually impaired users through mixed-method research, balancing functionality with privacy.

Senior Designer, Meta Platforms Inc. - Indianapolis, IN (Remote) September 2022 – June 2023

- Developed product recommendation strategy for Facebook and Instagram shops, increasing GMV and ROAS.
- Designed experiments with researchers and data scientists, boosting conversion rates by 10%.
- Led accessibility initiative across Meta's Commerce platforms, achieving WCAG 2.1 compliance.
- Implemented accessibility tags in Figma, reducing development time substantially.
- Elevated user satisfaction score by 10% by implementing tailored, user-friendly shopping interfaces.

Design Lead, Securitas Technology - Indianapolis, IN (Remote) January 2022 – December 2023

- Created data visualization with the analytics team, improving marketing strategies and product traffic by 8%.

- Utilized Jobs to be Done framework to enhance product-market fit, saving development cost.
- Launched AI Chatbot for customer self-service leveraging conversational design methods.
- Implemented self-service insights dashboard, boosting lead generation by 20% and marketing efficiency by

User Experience Lead, Indiana University - Indianapolis, IN (Hybrid) January 2021 - December 2022
- Led accessibility research for NSF and Google-funded project, developing an auditory keyflow solution that increased visually impaired users' typing speed by 30%.
- Managed NSF funded crisis response caregiving systems study, improving coordination efficiency by 25% Implemented AI-powered tools for faster research analysis.
- Designed and executed full-cycle research studies, from recruitment to actionable insights reports.
- Co-authored and published three research papers in SIGCHI and CSCW (refer publications section below).

User Experience Design Lead, TietoEVRY - Pune, India (On-site) January 2019 - December 2020
- Led stakeholder workshops to identify issues, refine UX strategy and product roadmap to boost user satisfaction.
- Enabled compliance with GDPR and WCAG 2.1 guidelines.
- Developed Edlevo design system, increasing design efficiency by 35%.

Senior User Experience Designer, Fiserv - Pune, India (On-site) September 2014 - January 2019
- Enabled design of the products Zelle, TransferNow, BillMatrix and LoanServ.
- Optimized TransferNow® flows to align them with user expectations for faster transactions in top US banks.
- Redesign of bill payment methods using multiple payment modes in BillMatrix® helped improve customer satisfaction by 30%.
- Conceptualized a bill payment tablet app MVP, validating product-market fit in under $10,000, helping strategy team to invest in new products for tablets.

Experience Writer, Self-Employed - Pune, India June 2009 - September 2014
Crafted compelling product copy, managed content teams, and created diverse content across platforms, enhancing user experience and driving engagement through unified messaging and creative storytelling.

EDUCATION
Master of Science in Human-Computer Interaction, Indiana University Indianapolis, Indianapolis, USA
Master of Business Administration, FLAME University, Pune, India
Bachelor of Commerce, Pune University, Pune, India

TOOLS
- **Prototyping & Collaboration:** Axure, Figma, Adobe XD, Sketch UXPin, Balsamiq, ProtoPie, InVision, Paper sketches, Miro, Figjam, Mural, LucidCharts, and Physical whiteboards
- **Storytelling, Annotations and Documentation:** Powerpoint, Slides, Keynote, Axure, MS Word, Google Docs, LaTex
- **Product Management:** JIRA, Azure DevOps, Trello, Asana
- **Research & Design Validation:** UserZoom, UserTesting, Google Forms, Qualtrics, Google Analytics, G Suite

PUBLICATIONS
- CHI 2022: Designing for Families in Children's Hospitals, [Read more](#)
- CSCW 2022: Using Role Theory in Designing for Caregiving Teams, [Read more](#)
- CSCW 2024: Designing for Families as Adaptive Systems, [Read more](#)