

# Aditya Kelkar

## Contact

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## Summary

- 11 Years of Professional design experience, with 9 years in UX Design.
- 7 Years of Design Education (Masters in New Media Design & Bachelors in Architecture)
- Have an ability to 'zoom in' to the details of interactions and UI of the product, and 'zoom out' to understand and develop the systems and business around it
- Experience across Product Development Lifecycle from ideation to product launch and ongoing enhancements based on, user research, technology trends and changes in business goals

## Skill Set

-  Defining Design Process and Methodologies. Defining and driving UX Strategy and Product Road-map
-  User Research, Secondary Research, Defining Use cases and User Stories, Defining UI patterns and interaction models, Design Reviews
-  Conceptualization of features and User Flows, Information Design and Wireframes
-  Prototyping UI Concepts, Visual Design, Style Guide Design
-  Architectural and Furniture Design

## My 2 cents

Best UX/CX is not a deliverable but it is a goal. With constantly changing technology and user behavior, design deliverables are- The most optimized solutions at defined point of time, keeping user/customer behavior, technology and business in mind.

## Timeline



June 2018 - Current | Dallas City Hall

### UX Designer for Dallas City Hall CIS Team

- Secondary research and persona building of Library website users through site analytics and surveys
- Designed a reusable 'Event component' based on varied use cases
- Responsive web designs for Employee Directory, Government performance dashboard & Council Member Attendance Portal



Dec 2017 - Apr 2018 | Discover Financial Services (Cognizant)

### UX Designer for large enterprise solution

- Concept designs and low fidelity wireframes
- Incorporating currently used UI components into the new designs to reduce development effort
- Building consensus on concepts and low fidelity wireframes with Product owners and Dev leads



Feb 2014 - Dec 2014 | Commonfloor.com

### Principal UX Designer for Property Seeker Experience of a Real Estate Portal

- Designed features for deeper user engagement
- Designed reusable components
- Strongly advocated for consistency in navigation, page structures and assets for Web, Android & iOS



Jan 2010 - Jan 2014 | July Systems

### Lead UX Designer for Mobile App and Websites creation and publishing tools

- Led design team responsible for designing ready to use modules for creating mobile site & Apps
- Conceptualized theme based approach for styling the modules

### Senior UX Designer for Mobile Ad Platform

- UI and Wireframes for tools for publisher to monetize Mobile Ad Placements and for advertisers to run and manage Mobile Ad campaigns



Feb 2008 - Oct 2009 | True Sparrow Systems

### UX Designer for socialmedian.com

- Delivered Wireframes, UI and Visual Design single handedly along with conceptualization of new features



Jun 2006 - Jun 2008 | Masters at NID (India)

### Masters in New Media Design at National Institute of Design (Ahmedabad, India)

- Designed web application for archaeological site and museum
- Conceptualized a multi-player game based on the behavior of ants



Feb 2004 - Feb 2006 | Blue Spaces

### Architect and Partner

- Proposals, Estimation and contracting for interior design projects



Jun 1998 - Jun 2003 | Graduation at Pune University (India)

### Bachelor of Architecture

- Architectural thesis- 'Archaeological Research Centre'
- Environmental Status Report for Pune City