Pooja | Kulkarni |

Product & Visual Designer — UX/UI, Brand & Print

Location | San Jose, CA
Email | poojamahant5428@gmail.com
LinkedIn | linkedin.com/in/pooja-kulkarni-24033011a
Portfolio | kulkarnipooja.com

DOMAINS

Consumer Goods & Packaging
Luxury Retail & Home (concept)
B2B and B2C Products
AI-Powered Products
Health and Wellness Tech
Nonprofit and Social Impact

GRAPHIC & PRINT

Typography & Type Systems
Grid & Editorial Layout
Book & Catalog Design
Brand Identity Systems
Packaging & Label Design
Print-Ready Files & Vendor Proofs
Art Direction & Mood Boards
Presentation & Pitch Decks

DESIGN TOOLS

Figma · FigJam
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Canva
Miro · Maze · UserTesting

AI TOOLS

Claude · Figma AI
Midjourney
v0 by Vercel · Framer

UX RESEARCH

User Interviews
Usability Testing
Journey Mapping
Field & Shelf Studies
Competitive Analysis

PRODUCT DESIGN

Information Architecture
User Flows & Prototyping
Interaction Design
Design Systems & Handoff
Accessibility

SUMMARY

Product designer with 2+ years of experience turning complex workflows into clear products people trust, grounded in **packaging science** and graduate training in **typography, layout and identity**. Shipped an MVP in **60 days**, designed for **1,300+ volunteers**, and cut errors **20%** and handoff time **25%**. Brings the same rigor to print and brand — book design, labels and print-ready files — with a deep interest in luxury, materials and craft.

EXPERIENCE

HelpAfterAccident | UX/UI Product Designer · B2B2C startup — Aug–Oct 2026
- Shipped a beta-ready MVP in **60 days**, owning end-to-end UX/UI for **2 user types**, patients and lawyers, from first flows to handoff
- Simplified stressful post-accident tasks into 2 mobile-first journeys and built reusable Figma components that kept beta QA on track

One Community Global | UX/UI Product Designer · Nonprofit — Dec 2025–Aug 2026
- Designed a governance dashboard giving **1,300+ global volunteers** one transparent place to propose, discuss, vote and track decisions
- Cut design-to-development handoff time by **25%** with role-based workflows that clarified ownership and next steps
- Designed a stakeholder pitch deck tying roadmap and impact to funding priorities; recognized for design and strategic communication

EscapeApp.ai | UX/UI Design Intern · AI wellness — Jun–Dec 2025
- Reduced operational errors by **20%** by turning AI-generated outputs into clear, personalized onboarding and dashboards
- Launched the responsive website **2 weeks early**, owning art direction, type and color system, user flows and engineering handoff

Godrej Consumer Products | Product and Packaging UX Researcher — Jul 2019–Feb 2021
- Uncovered usability, accessibility and communication gaps through interviews and field studies across **4 consumer portfolios**
- Redesigned label hierarchy and on-pack instruction cues, and reviewed vendor print samples with graphic designers, brand and manufacturing
- Set packaging standards including a **9 pt** minimum for instructions and warm-light artwork reviews before print sign-off

SELECTED PROJECTS

Zara | Web Redesign & Editorial Print Concept · Self-initiated
- Redesigned the Zara Home shopping journey around store-style lighting and a five-column grid, then extended it into a **10-page editorial lookbook** with a print spec (trim, stock, foil, binding)

Butterfly | Book Design · Academy of Art University
- Designed cover and interior spreads for a 10 × 12 in photography book on a three-column grid, with a three-family type system and palette sampled from the images

VivoMind | Youth Emotional Wellness App — Jan–May 2025
- Reached **92% critical-task completion** for kids ages 6–14 after testing with **40 participants** across **30+ iterations**

EDUCATION

Academy of Art University — 2022–2025
M.A. in UX/UI Interaction Design · San Francisco, CA
Graphic design coursework (3 semesters): Type Forms · Type Composition · Type Systems · The Nature of Identity

Indian Institute of Packaging — 2016–2018
Post Graduate Diploma in Packaging Science · Mumbai, India