Sampada Tambulkar
Product Designer

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8 years of expertise in crafting delightful digital experiences driven with empathy. Proven track record in leading high-performing teams, driving scalable design systems, & delivering innovative solutions that enhance user engagement and drive business impact.

Skills:
User-Centered Design, Design Systems, Interaction Design, Responsive & Accessible Design (WCAG), User Research Strategy Prototyping, Wire-framing, Cross-Functional Collaboration, Agile Methodologies, Information Architecture, Usability Testing, Customer Journey Mapping, Visual Design, Mobile-First Design, A/B Testing, Stakeholder Communication, Design Thinking.

Tools:
Figma, Sketch, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Protopie, Invision, Maze Miro, Jira, Basic HTML, CSS, JavaScript, Webflow, Google Analytics, Mixpanel, Drupal, Adobe Experience Manager.

Work Experience

SUNY, Oswego
UI/UX Designer
Jan 2023 – Aug 2024

- Designed and launched a digital **Event Management System**, replacing manual processes and streamlining event scheduling, approvals, and confirmations for student organizations, **resulting in a 30% improvement in user engagement through user research, stakeholder interviews, and competitor analysis.**
- Collaborated with cross-functional teams to deliver innovative solutions, including a **conversational AI chatbot**, discovery workshops for growth avenues, and high-fidelity prototypes with design specifications, ensuring seamless user experience, technical feasibility, and alignment with business objectives.

Merkle Sokrati (Denstu)
Creative & UX Manager
Jan 2021 – Dec 2022

- **Delivered Seamless Customer Experiences:** Designed and launched user-centered platforms for Maruti Suzuki and Herbalife, including a responsive Performance Marketing website (25% increase in sales leads) and a streamlined e-commerce experience (20% reduction in user time cost for 10M+ users across 20+ countries).
- **Built Scalable Design Systems:** Established Herbalife's design system in Figma, creating 30+ components and 35+ libraries to ensure consistency and accessibility across 4 design teams, while improving regional language engagement by 15% through user personas and journey maps.
- **Drove Business Growth with UX Strategies:** Spearheaded the design of Maruti Suzuki's in-car infotainment system and a B2B FinTech platform, achieving a 95% success rate in user testing, improving task efficiency by 35%, and enhancing usability for 120+ business clients.

The Design Trip
Sr. UI/UX Designer
Jun 2019 – Dec 2020

- Redesigned BOB's UPI feature, leveraging competitive analysis and customer journey mapping to identify pain points and optimize user flows, resulting in a **40% reduction in dropout rates** and a **25% increase in successful transactions.**
- Redesigned company website, boosting site visits by **23% through improved responsiveness and UI**. Conducted user research and workshops to inform design solutions, creating high-fidelity prototypes with Figma. Collaborated with QA teams to ensure design integrity and seamless user experiences across platforms.

Amura Marketing Technologies
Design Exicutive
May 2017 – May 2019

- **Conceptualized and designed multi-channel marketing campaigns** (landing pages, emailers, social media, infographics, and branding materials) for real estate clients, resulting in a **20% increase in client retention.**
- **Collaborated with stakeholders** to ensure designs aligned with branding and business goals, demonstrating strong consultative communication and strategic thinking

Education

Jan 2023 – Aug 2024   **Master's Degree | Human-Computer Interaction (MA)**

State University of New York (Oswego, New York)

Jun 2013 – Apr 2017   **Bachelor's Degree | Fine Arts (BFA)**

Bharati Vidyapeeth (Pune, India)

Certification

May 2023   **Social and Behavioral Research -** Basic Refresher | CITI Program

May 2023   **Social and Behavioral Responsible Conduct of Research** | CITI Program

Award

2021, 2022   **Dentsu Creative Process of the Year Award**

Recognized for agile delivery of innovative design solutions to hyperlocal businesses under tight deadlines.

2021   **Dentsu UX Design Innovation Award**

Recognized for delivering exceptional user experiences that drive business impact and customer satisfaction.