Kartiki Parupudi

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SENIOR USER EXPERIENCE DESIGNER

Forward-Thinking Senior UX Designer specializing in advanced user research, interaction architecture, and the design of nascent technology platforms, from AI autonomous systems to strict accessibility frameworks. Skilled at executing a dual-track process that delivers high-value MVPs on aggressive timelines while simultaneously defining a long-term North Star vision. Passionate about shifting user roles from manual execution to high-level strategic oversight through intuitive data visualization.

KEY SKILLS

Customer Experience (CX) | User-Centered Design (UCD) | Interaction Design (IxD) | Information Architecture (IA) | Wireframing & Prototyping | Responsive & Adaptive Design Systems & Component Libraries | Strategy | Brand Consistency in Digital Products | Data Visualization for Decision-Making | Cross-Functional Team Leadership | Mentoring & Coaching Junior Designers | Design Review Facilitation | Agile & Lean UX Methodologies | Stakeholder Communication & Buy-In | Product Roadmap Alignment

TOOLS & TECHNOLOGIES

Claude Design| Figma, FigmaMake | Sketch | Adobe XD | Balsamiq | Visio | Miro, FigJam (for collaboration) | Jira, Confluence (Agile collaboration)

RESEARCH & STRATEGY

User Research (Qualitative & Quantitative) | Persona Development & Journey Mapping | Task Flows & Storyboarding | A/B Testing & Data-Driven | Design Decisions | Competitive Analysis & Benchmarking | Stakeholder Workshops & Design Sprints | Usability Testing & Heuristic Evaluation

EXPERIENCE

COHESITY, Remote, AZ **November 2024 - August 2026**
Senior User Experience Designer

- Architected end-to-end user experiences for critical data recovery and threat detection systems, successfully simplifying highly technical workflows to minimize human error and accelerate recovery times.
- Launched an AI agent management tool using FigmaMake and Claude Design, establishing a long-term North Star vision that compressed multi-month product discovery into weeks and cut roadmap planning time in half.
- Nominated for the Autumn 2026 UX Design Awards for transforming disjointed security workflows into a single, unified AI-powered platform for enterprise data security and management.

VERITAS TECHNOLOGIES LLC, Santa Clara, CA **July 2016 - November 2024**
Principal User Experience Designer, March 2022 - November 2024

- Spearheaded the UX transformation of an acquired platform, optimizing complex information architecture and usability paradigms to drive seamless product onboarding and compliance with enterprise design system standards.
- Validated activity monitor designs through competitive benchmarking and mixed-methods research, successfully streamlining user decision-making to seconds and boosting feature adoption.
- Championed cross-team alignment initiatives and design critique sessions, mentoring junior designers to maintain high standards of visual and functional usability across all platforms.

- Spearheaded the unification of core user journeys across complex product suites, successfully mitigating user cognitive load and optimizing multi-product transitional workflows.

Senior User Experience Designer, July 2019 - March 2022
- Cultivated design talent through structured mentorship, accelerating the onboarding of junior designers and establishing peer review frameworks to elevate the team's overall delivery quality.
- Served as the principal subject matter expert (SME) on product mechanics and user workflows, enabling the broader design team-including leadership-to make rapid, highly informed UX decisions.
- Partnered with design leadership to re-engineer core UX workflows, implementing agile process improvements that boosted team productivity and minimized friction between engineering and design partners.

UX Designer, July 2016 - July 2019
- Initiated and led the end-to-end UX modernization of a legacy 20+ year old native platform, transforming outdated architecture into an intuitive next-generation experience; successfully delivered high-fidelity designs that were adopted as the flagship promotional material on the official Veritas corporate site.
- Collaborated on cross-organizational research initiatives, synthesizing complex user insights and crafting high-impact visual narratives to effectively communicate data-driven strategies to executive stakeholders.
- Co-architected the foundational Veritas Design System, establishing an enterprise-scale component library-comparable to Google's Material Design-to unify product aesthetics and accelerate development velocity across the organization.

PERSISTENT SYSTEMS, Pune, India **Feb 2013 - Jul 2014**
UX Designer
- Designed intuitive mobile and desktop experiences for enterprise applications, including shipment verification systems, visitor management platforms, and e-commerce solutions.
- Conducted user-focused analysis and developed personas, user scenarios, and journey maps to establish a clear understanding of user needs and inform design strategies.
- Partnered with clients and stakeholders to understand business requirements, define user experience objectives, and translate complex workflows into accessible, intuitive interfaces.
- Delivered user-centered design solutions across diverse product domains, balancing usability, functional requirements, and business goals.

KERN COMMUNICATIONS PVT. LTD, Hyderabad, India **June 2011 - February 2013**
Design Researcher
- Led a targeted field research initiative in the Indian medical market, conducting in-depth interviews with medical professionals to evaluate a handheld diagnostic device; uncovered critical compliance barriers related to the PC-PNDT Act, successfully de-risking the product launch and saving substantial capital by preventing non-compliant market entry.
- Spearheaded end-to-end user research and data-driven design strategies-leveraging qualitative/quantitative studies, A/B testing, and competitive benchmarking-while facilitating stakeholder workshops and design sprints to translate persona mappings into actionable task flows.

EDUCATION

Master's Degree
Master of Science (M.S) in Design and Visual Communications
Arizona State University, Tempe, AZ

Bachelors
Bachelor of Product Design
Symbiosis Institute of Design, Pune, India