Tusharkanth Karlapudi

UX Designer

🌐 **tusharkanth.com**   ✉ **k7tushar@gmail.com**   📞 **301.454.9334**

Experience

Senior UX Designer
Fidelity Investments
June 2023 - Present
Durham, NC
Fintech

- Building features for Fidelity Health Care clients to easily manage employee-elected benefits and life events, and provide efficient ways to help their employees with coverage-related queries.
- Worked on improving the experience on the portal that clients use to create benefit packages and configurations that tailor to their employees.

UX Designer
Obran Cooperative
Aug 2022 - May 2023
Remote
Investment Management

- Defined the Internal Capital Account on the member portal, providing streamlined account and finance management tools.
- Identified and addressed pain points in the member portal to create a more intuitive and efficient experience using design sprints, resulting in a 38% improvement in productivity.

Product Design Intern
Alto Pharmacy
May 2022 - Aug 2022
Remote
Healthcare & Pharmacy

- Revamped internal and external design systems as part of the Design Systems team, saving 430 days in engineering efforts.
- Shipped the non-prescription meds purchasing experience on the app, increasing user engagement by 25%.
- Conceptualized the web app experience on desktop and mobile.

UX Designer
Pay1
Jun 2021 - Aug 2021
Remote
Retail

- Improved user participation on the app by 36%, by shipping a user reward system, while collaborating with cross-functional teams.
- Conducted interviews with 15 users using contextual inquiry.
- Introduced a unified design system with the UX team to provide a consistent design language across all platforms.

Front-end Developer II
Arzooo
Oct 2020 - Jun 2021
Bangalore
B2B E-commerce

- Led the design efforts for GoStor.com, a B2C e-commerce website.
- Restructured the internal analytics and tracking dashboards, helping improve efficiency of the finance and logistics department by 40% and 30% respectively.

Front-end Developer
Deloitte
Jun 2019 - Sep 2020
Bangalore
Enterprise Consulting

- Created an internal audit tool for client assessment, improving efficiency by 50%, using Agile methodology.
- Developed enterprise solutions for clients as part of the IIoT team. The solutions helped improve the factory output quality by 40% and overall efficiency by 20%.

Education

University of Maryland
College Park, MD
Aug 2021 - May 2023
Master's in Human-Computer Interaction

BITS Pilani
Pilani, India
Aug 2015 - May 2019
Bachelor's in Computer Science