



Vaibhav Kulkarni

UX Design Leader
Pune, India 🇮🇳

www.vaibhav-kulkarni.com
k.vaibhava@gmail.com
linkedin.com/in/vaibhavakulkarni
livingkul.medium.com/
+91 9822089429

Fintech | Healthcare | SaaS | Enterprise
Applications | E-commerce |
Consumer Apps | Retail & Phygital (Kiosks, In-
store) | IoT & Connected Devices |
Game Design (Mobile & Board) | Immersive
Tech (AR/VR/Metaverse)

SKILLS

- Service Design
- UX Strategy
- DesignOps
- UX Research & Analysis
- Market & Competitive Analysis
- Persona & Scenario Building
- Storyboarding & Journey Mapping
- Workflow Design
- Information Architecture
- Wireframes and Prototypes
- Data Visualization
- Usability Testing
- Visual Design

EDUCATION

Master of Design

School of Design Studies, Dehradun
(2013-2015)

BE Production

AISSMS COE, Pune (2006 - 2010)

INTERNSHIPS

- Umber Learning Facility (Aug 2015 To Oct 2015)
- Product Design Intern, Design Pvt Ltd (Feb 2015 To July 2015)
- Futuring Design Pvt Ltd (May 2014 To Aug 2014)
- Wipro PARI Pvt Ltd (Jan 2010 To June 2010)
- Wipro PARI Pvt Ltd (June 2008 To Dec 2008)

EXPERIENCE

Lead UX Designer, Team Lead

Korn Ferry (April 2025 To Present)

At Korn Ferry, I led the UX strategy and execution across enterprise SaaS platforms—ensuring alignment between user experience and business goals. I spearheaded a product design system migration for visual consistency and accessibility, conducted heuristic evaluations and design sprints, and partnered with global teams to improve workflows and discoverability. My initiatives in self-service UX, performance design, and data visualization significantly enhanced usability, while my leadership of a distributed design team fostered a culture of innovation, excellence, and user-centricity.

Lead UX Designer, Service Designer, Team Lead, Mentor

Globant India (Sept 2020 To March 2025)

At Globant India, I led multidisciplinary design teams to deliver user-centric, business-aligned digital experiences across domains. I drove UX strategy from RFPs to execution, crafted vision prototypes, and mentored team members to foster growth and learning. As a Service Design and Phygital SME, I conducted UX research, defined frameworks, and streamlined user journeys to attract new business. My role involved close collaboration with global stakeholders, enabling strategic design thinking and innovation through workshops, architecture planning, and prototyping.

Senior UX Designer, Team Lead, Mentor

Elephant Design Pvt Ltd, Pune (Aug 2016 To Aug 2020)

At Elephant Design, I led a multidisciplinary team delivering UI/UX, videography, and animation projects from inquiry to execution. I managed client relationships, conducted UX research, and crafted strategic workflows that aligned with both user needs and business objectives. By streamlining information architecture and prototyping user journeys, I enhanced design outcomes and client satisfaction. I also identified gaps in customer experience and proactively proposed solutions, while mentoring junior team members and communicating design decisions clearly to stakeholders.

UX Design, Product Design

Freelance (Nov 2015 To July 2016)

As a Freelance UX/Product Designer, I led end-to-end design for SaaS and FinTech applications, focusing on user-centric, seamless experiences. I collaborated with cross-functional teams from brief to launch, establishing project strategy, designing workflows, information architecture, and detailed interfaces. I created thorough design specifications for development handoff and conducted user testing to refine solutions aligned with user needs and business goals.

Assistant Manager, Design Engineering

Tata Toyo Radiators Ltd (TACO) (Jan 2012 To July 2013)

CAD Designer

Da Vinci Design Solutions Pvt Ltd (Dec 2010 To Nov 2011)

CERTIFICATIONS

- IBM AI Product Manager (IBM - Coursera - April 2021)
- AI for Designers (IXDF - April 2025)
- UX Management: Strategy and Tactics (IXDF - March 2025)
- User Research - Methods and Best Practices (IXDF - March 2025)
- Service Design: Designing for Experience Over Time (Coursera - April 2022)
- Service Design: How to Design Integrated Service Experiences (IXDF - April 2021)
- How to Create Intuitive Products by Imitating Physicality (IXDF - April 2021)