Prachi Kadam

UX Designer with a background in architecture. Passionate about creating intuitive solutions that transform complex systems into seamless, easy-to-use experiences.

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WORK EXPERIENCE

Product Designer - Neogen Analytics | Seattle, WA | March 25 - Present

- Led UX for an **environmental monitoring platform**, simplifying complex QA workflows for manufacturing teams and improving operational clarity across multiple plants.
- Led UX for a 7" Linux-based allergen testing device, introducing secure role-based access and **digitized workflows** that enhanced traceability and **data management efficiency**.
- Collaborated closely with scientists, PMs and engineers to **translate laboratory methods into intuitive interfaces** that align with real-world terminology, resulting in 90% satisfaction on redesigned flows.
- Designed a multi-layered **analytics dashboard**, turning raw compliance data into intuitive visualizations for **real-time risk assessment**.
- **Streamlined MVP workflows** for launch with a scalable foundation for future features
- Built a **new design system from scratch**, including tokens, variables, and reusable assets, ensuring consistency and **scalability across products**.
- Conducted **qualitative research** and analyzed user tickets, validating **112 changes with Pendo insights** to improve customer issue resolution.

UX Designer - Athenahealth (Capstone) | Austin, TX | Dec 24 - May 25
Link to Design Solution

- Designed a **"2-Click" payment experience** that streamlined authentication and minimized friction, improving payment completion speed and trust across responsive web and mobile platforms.
- Planned and **conducted usability testing, heuristic reviews,** and **iterative prototyping** to evaluate usefulness, accessibility, and clarity in patient billing workflows.
- Collaborated cross-functionally with designers and engineers to **refine personas**, map end-to-end billing journeys, and ensure solutions addressed diverse patient needs.
- **Leveraged Athenahealth's design system** to create implementation-ready, patient-first experiences that aligned with brand standards and accessibility guidelines.

UX Design Intern - World Wide Technology | Seattle, WA | May 24 - Aug 24

- Led the redesign of Wingstop's checkout and loyalty experience across web, mobile, and kiosk, **increasing average order value by 22%.**
- Shipped **50+ cross-platform screens** in collaboration with developers, ensuring technical feasibility and responsive performance.
- Conducted **A/B testing and competitive analysis** to validate design decisions, driving measurable improvements in conversion and retention.
- Designed a group ordering experience for Jersey Mike's that **reduced checkout time for multi-user orders by 20%**, improving overall usability.

Product Designer - HumanX Design Agency | Mumbai, IND | Sept 22 - June 23

- Designed and launched **4 B2C services** within the BIAL Airport Super App on iOS and Android, **achieving KPI targets under budget.**
- Integrated BlueSmart EV cab service, increasing transportation feature **adoption by 30%** and aligning with sustainability goals.
- Established a centralized design system aligned with WCAG standards, **cutting design–dev handoff time by 40%** and **accelerating rollout of 80+ screens.**
- **Led monetization strategy** for myTVS automotive platform, introducing new in-app purchase flows that drove a 30% revenue uplift.
- **Created brand assets** to ensure visual consistency and **alignment with marketing goals.**

EDUCATION

MS Human Computer Interaction
University of Texas at Austin
Aug 23 - May 25

Bachelor of Architecture
University of Mumbai, India
Aug 16 - May 21

MENTORSHIP EXPERIENCE

Strategy Teaching Assistant

Guided 60+ students in applying **design thinking** to real-world challenges, driving strategic and outcome-focused problem-solving.

UX Teaching Assistant

Led Figma workshops for multiple batches of 80 students, **facilitating design critiques** and **demonstrating strong organizational skills**.

SKILLS

Design

Interaction Design
Information Architecture
Design Systems / Style Guide
Prototyping
Data Visualization
Wireframing
Responsive Design
Storytelling & Presentation

Research

Mixed Methods Research
Usability Testing
Design Audit
Journey Mapping
Heuristic Evaluation

Tools

Figma, Sketch, Axure RP, Maze, Protopie
Adobe Suite - XD, PS, IS, AE, AA
Tableau, Miro, Notion. Jira, Confluence
AutoCAD 2D, Revit, BIM
Blender, Rhino 3D
HTML, CSS, JavaScript, Python
Agile/Scrum Methodologies