

Prachi Kadam

UX Designer with a background in **architecture**. Passionate about combining systems thinking and human behavior to design grounded, accessible, and scalable experiences.

WORK EXPERIENCE

Product Designer — Neogen Analytics | Austin, TX, 2025 - Present

- Defined UX strategy for NA Essentials, a streamlined, lower-cost version of the main platform, by prioritizing core features through user needs analysis and value mapping.
- Initiated early AI integration into Neogen's Environmental Monitoring module, leveraging design mining and visual preference modeling to predict contamination risks.
- Led a 6-week agile sprint to design and launch a MVP from 0 to 1 for a scheduling feature, improving task coordination across QA workflows.
- Designed an insights dashboard for compliance teams at food processing plants, collaborating with PM's and PO's to enable real-time decision-making and operational visibility.

UX Designer — Athenahealth (Apprenticeship) | Austin, TX, 2024 - Present

- Redesigned billing flows across mobile and web for patients and providers, improving payment task efficiency by 40%.
- Collaborated with product and engineering teams to modularize legacy workflows, increasing reusability across three core billing tools.
- Created reusable Figma components and led usability testing with PMs and engineers, achieving 90% user satisfaction.

UX Design Intern — World Wide Technology | Seattle, WA, 2024

- Led the end-to-end design of Wingstop's checkout and loyalty experience across web, mobile, and kiosk, increasing average order value by 22% through conversion-optimized flows and loyalty integration.
- Designed and shipped 50+ cross-platform screens for Wingstop by collaborating with Node.js and React developers to ensure technically feasible and scalable UI solutions.
- Pioneered multiple internal projects and proof of concepts, orchestrating A/B testing and competitor analysis to validate and refine UX improvements.
- Launched a group ordering experience for Jersey Mike's B2C app, enabling seamless multi-user coordination; and increased average order value by 15%.
- Collaborated with brand, marketing, and SEO to ensure consistent visuals and messaging across the app and campaigns.

Product Designer — HumanX Design Agency | Mumbai, IND, 2022 - 2023

- Led the design lifecycle for BIAL, an airport super app's 4 B2C services, achieving KPI targets and successfully launching on both the Play Store and App Store within budget.
- Designed and deployed BlueSmart EV cab integration within BIAL, enabling direct terminal bookings and aligning with the airport's green mobility goals; increased transportation feature usage by 30%.
- Established and scaled a centralized design system aligned with WCAG accessibility standards, cutting design-dev handoff time by 40% and accelerating rollout of 80+ production screens across mobile, web, and kiosk platforms.
- Drove monetization strategy for myTVS, a vehicle servicing automation platform by leading cross-functional workshops and prototyping new in-app purchase flows, resulting in a 30% uplift in revenue.

INDUSTRY COLLABORATION

UX Analyst — Oracle USA | Austin, TX, 2023

- Spearheaded usability research for Oracle's student financial aid portal, identifying key friction points through journey mapping and testing. Prioritized key insights and delivered design recommendations that boosted form completion rates by 30%.

Portfolio - prachi-kadam.com
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EDUCATION

MS in Human Computer Interaction

@ University of Texas at Austin
Aug '2023 - May '2025

Bachelor of Architecture

@ University of Mumbai, India
Aug '2016 - May '2021

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

High-Fidelity Mockups
Rapid Prototyping
Wireframing
Information Architecture
Responsive Design
Design Systems / Style Guide
Interaction Design
Storytelling & Presentation

RESEARCH

Mixed Methods Research
Usability Testing
Design Audit
Journey Mapping
Heuristic Evaluation
Data Visualization

TOOLS

Figma, Sketch, Protopie, Axure RP
Adobe Suite - XD, PS, IS, AE, AA
AutoCAD 2D, Revit, BIM
Blender, Rhino 3D
Tableau, Excel, PowerPoint
HTML, CSS, JavaScript, Python
Agile/Scrum Methodologies