

Shreya Kulkarni

Senior Product Designer

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[LinkedIn](#) | [Portfolio](#)

Senior Product Designer with a systems mindset who reduces complexity, improves decision-making, and raises product quality. I build clear, accessible workflows and scalable design systems that help teams work faster and deliver with consistency.

Professional Experience

Madison Logic Feb 2025-Present

Senior Product Designer

- Improved decision-making speed across Sales and CX teams by redesigning key reporting workflows and reducing friction in diagnosing performance issues.
- Introduced diagnostic structures that help teams spot bottlenecks, understand performance shifts, and act on high-value opportunities faster.
- Increased transparency in revenue reporting by designing a clear, rules-based attribution experience.
- Built the core logic and narrative model for AI-driven insights that turn complex engagement data into concise recommendations.
- Modernised the design system with semantic tokens, accessible components, and documentation that improved consistency and delivery velocity.
- Strengthened cross-functional alignment by tightening product requirements, clarifying problem definitions, and simplifying data-heavy discussions.
- Hackathon winner for creating an AI-powered insight architecture that influences ML's product roadmap.

WONGDOODY Oct 2021- Jan 2025

An Infosys Company

Senior Lead: Experience Design

- Led design for large-scale enterprise programs across Telecom, Finance, and Travel, improving clarity, efficiency, and usability across customer and internal workflows.
- Strengthened accessibility standards across teams; recognised as an Accessibility Champion and contributor to the Accessibility Centre of Excellence.
- Managed multi-stream design delivery, mentored designers, and improved processes to reduce rework and raise execution quality.

Edit Silica Institute 2016-2019

Mentoring students for Architecture and Design entrance exams

Visiting Faculty

- Nurtured Future Design Leaders: Successfully mentored and guided a cohort of highly motivated and talented students, many of whom were rank-holders from prestigious Indian institutions.
- Comprehensive Preparation: Developed and implemented a tailored curriculum to equip students with the essential skills and knowledge required for success in design and architecture entrance examinations.

Third Wave Design 2016-2019

Architecture studio

Architect

- Successfully managed and executed architectural projects of varying scales and typologies, consistently meeting project deadlines and client expectations.
- Effectively managed client relationships, fostering strong communication and collaboration to deliver tailored design solutions.

Skills

Core Design

- Product Design
- Interaction Design
- Information Architecture
- UX Strategy
- Product Concepting

Research

- User Research
- Usability Testing
- Accessibility Research
- Insight Synthesis
- Behavioural Analysis

Systems & Structure

- Design Systems
- Semantic Tokens
- Data Modelling
- Diagnostic Frameworks

Accessibility

- WCAG
- Inclusive Interface Design
- Content & Interaction Accessibility
- Component Accessibility

Problem Framing

- PRD Refinement
- Cross-functional Alignment
- Story-driven UX
- Data Interpretation

Tools

Figma, FigJam, Confluence, JIRA, Adobe Illustrator, Adobe Photoshop, HTML/CSS, Dovetail, Lookback, Polypane, VoiceOver, Stark

Education

Master of Design, Industrial Design 2019-2021

School of Planning and Architecture, New Delhi

Secured First Class with Distinction

Bachelor of Architecture 2011-2016

BKPS College of Architecture, Pune

Secured First Class

French DALF C1

Centre international d'études pédagogiques (CIEP)

Credential ID: 091020-003572

Languages

- **English**

Native or bilingual proficiency

- **French**

Professional working proficiency

- **Hindi**

Native proficiency

- **Marathi**

Native proficiency

Certifications

Advance your skills as a UX Researcher

Learning Path, LinkedIn Learning

Issued: April 2023

Accessibility and Inclusion Advocates

Learning Path, LinkedIn Learning

Issued: May 2023

Accessibility Expert

ACoE, WONGDOODY

Issued: September 2023

UI/UX Design Specialization

CALARTS, Coursera

Credential ID: 375R96JAK9EZ

Volunteer Work

Nivant Andha Muktalay, Pune 2011-Present

- Developed digital learning content for blind students.
- Curated and recorded courses and content for in-house as well as institutional learning.