

# Falak Khurmi

I am a Product Designer, specializing in designing for Accessible Systems & Information Visualization.

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## EXPERIENCE

### Interaction Design Intern | FedEx x IA Collaborative Jun 2023 - Sept 2023

- Revamped FedEx's returns experience by streamlining the experience for merchants and consumers, leading to a 20% boost in efficiency and cutting return processing time by 40%.
- Designed a new navigation system and a tracking dashboard experience for merchants by optimizing information architecture & user flows resulting in a 50% decrease in shipment tracking time for FedEx's partner companies.
- Facilitated design sprints with cross-functional product partners and created comprehensive workflow documentation leading to a seamless handoff to the FedEx engineering team.
- Presented at inclusive design workshops focusing on hidden disabilities, best practices, and championed accessibility-first mindset in team's design efforts.

### UX Designer | Healthwise | Contract Jan 2023 - Jun 2023

- Conceptualized a scalable framework to improve patient comprehension on the Healthwise app, covering 25+ medical instructions, resulting in a 35% increase in patient understanding and a reduction in readmission rate by 50%.
- Facilitated interviews and user testing sessions with 5+ clinicians & patients, both novice and experienced, while collaborating with external stakeholders to gather insights and ensure alignment with user and business needs.

### Associate UX Designer | OLX Autos Pvt. Ltd Aug 2021 - August 2022

- Redesigned the 'Car Evaluation' form from 0-1 by conducting user research, evaluating heuristics, A/B testing, & visual style enhancements, resulting in a 43% increase in conversion rates and a 65% reduction in abandonment rate.
- Spearheaded the B2B 'Dealer's Application' project, by coordinating with stakeholders to design end-to-end user experiences, resulting in a 30% acceleration of the car evaluation process for dealers.
- Built a new Design System for multiple environments (iOS, Android & Web) for 'Oto Plus', leading to an increase in the designer's ideation process by 45% and improved design coherence across the product team.

### Designer I | Morphogenesis Pvt. Ltd. Jun 2019 - Dec 2020

- Completed 3 projects simultaneously from design, execution, and client handoff of large-scale Commercial & Residential buildings.
- Generated and presented concepts, design presentations, and branding graphics, including items for the company's website, magazines, and design competitions that directly impacted the organization.

## SKILLS

### Design

Low-Fidelity, High-Fidelity Mockups, Sketching, Wireframes, Ideation, Visual Design, Prototyping, User Flows, Graphic Design, Information Architecture, Product Management, Iterations, product strategy Storyboarding, Problem-solving, Usability Testing, IOS, Android, Web Design, Design System, Product Roadmap, Motion Graphics, AR, VR

### Research

User Interviews, Personas, A/B testing, Affinity Mapping, Heuristic Evaluation, Competitive Analysis, Cognitive Walkthrough, Contextual Inquiry, Card Sorting, Market Analysis, User Journey, Ethnography, Data analysis, Consumer Insights

## TOOLS

**Design:** Miro, Adobe Creative Suite, MS Office, Procreate, Lucid Charts

**Prototyping:** Figma, Sketch, Adobe XD, Principle, Axure, Protopie,

**3D Modeling:** Autodesk Autocad, Sketchup, Revit

**Project Management:** Atlassian Jira, Zeplin, Notion, Asana, Miro

## EDUCATION

### MS Human-Computer Interaction

Indiana University Bloomington  
Aug 2022 - May 2024

### Bachelor of Architecture

University of Mumbai  
Aug 2014 - May 2019