

Falak Khurmi

UI/UX Designer specializing in Accessible Systems and Information Visualization.

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EXPERIENCE

Interaction Design Intern | IA Collaborative | FedEx June 2023 - August 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%.
- Developed 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 | University Collab January 2023 - June 2023

- Conceptualized a scalable framework to improve patient comprehension on the Healthwise app, covering 25+ medical instructions, resulting in 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.
- Produced detailed user flows, wireframes, and high-fidelity prototypes for the Healthwise app, resulting in a 35% increase in patient understanding.

Associate UX Designer | OLX Autos Pvt. Ltd August 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.

Visual Designer | Morphogenesis Pvt. Ltd. June 2019 - December 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

Android, Animations, Design Review, Design System, High-Fidelity, Ideation, Interaction Design, Information Architecture, IOS, Iterations, Low-Fidelity, Motion Graphics, Problem-Solving, Product Strategy, Prototyping, QA, Sketching, Storytelling, Storyboarding, User Flows, Visual Design, WCAG Standards, Wireframes, Workflows

Research

A/B testing, Affinity Mapping, Card Sorting, Competitive Analysis, Consumer Insights, Digital Ethnography, Heuristic Evaluation, Personas, Product Management, Product Roadmap, Storytelling, Usability Testing, User Flows, User Interviews, User Journey

TOOLS

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

Prototyping: Figma, Sketch, Adobe XD, Principle, Axure, Prototipie, Lottie

3D Modeling: Autodesk Autocad, Sketchup, Revit

Project Management: Atlassian Jira, Zeplin, Notion, Asana

EDUCATION

MS Human-Computer Interaction

Indiana University Bloomington
August 2022 - May 2024

Bachelor of Architecture

University of Mumbai
August 2014 - May 2019