

RUCHA KULKARNI

UX/UI Designer & Researcher

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UX/UI designer and researcher who moves between running a study and shipping a flow. Currently designing wealth-management experiences; previously built a design system from zero and contributed to a granted accessibility patent. Drawn to ambiguous 0 to 1 problems.

EXPERIENCE

Product Design Analyst

Aug 2025 – Present

- Own design for a wealth-management platform redesign within the M&A vertical, one of a small number of designers shaping the product end to end. The work is currently in deployment.
- Built and pitched a design strategy proposing a shift from advisor-centric to client self-serve design, backed by behavioral research on trust and autonomy in financial decision-making, and presented it to senior stakeholders.
- Prepared leadership for stakeholder pushback by anticipating hard questions and building the case in advance, not just the deck.

UX Design Intern | PropReturns

May 2023 – Jul 2023

- Built the company's design system from scratch, the first one it had, now the base every product screen ships from.
- Owned an end-to-end website revamp solo, from IA through final UI, as the only designer on the project.

EDUCATION

MIT Institute of Design – Bachelor of Design (UX Design)

2025

PATENT & RECOGNITION

- Winner, IIC Bharat 1.0 (2023): hEar, a haptic communication device giving deaf users phonetic feedback through touch. Took it from concept to a working prototype.
- Indian patent No. 591733 granted (June 2026) for hEar, filed through MIT Art, Design and Technology University.

ALSO WORTH KNOWING

- Presented a speculative dream-capturing and journaling concept at SAP Labs (2023)
- Secretary, ACM SIGCHI – MIT Institute of Design Student Chapter (founding member)
- Independent concept work: Mono by Revolut (AI-powered personal finance for Gen Z in India) and One Moment, Two Users (B2B spend management)

SKILLS

- **Software:** Figma, Photoshop, Illustrator, rapid prototyping, AI-assisted workflows (Cursor, Claude, ChatGPT).
- **Design:** UX/UI design, design systems, accessibility.
- **Research & Analytics:** User research, interviews, usability testing, affinity mapping, competitive analysis, basic product analytics.
- **Languages:** English & Hindi (fluent), Marathi (native), Spanish & French (basic)