

Yadnyakshi Kulkarni

UI/UX & Visual Designer — Product, Brand & Interaction Design

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PROFESSIONAL SUMMARY

Multidisciplinary UI/UX Designer with an MSc in User Experience & Interaction Design and 4+ years' hands-on experience across web, mobile, SaaS, e-commerce and e-learning products for 20+ client projects. Strong command of typography, layout and visual design principles, with a track record of translating client brand guidelines into consistent, on-brand visual identity systems and user-centred interfaces. Skilled across the full UX lifecycle — user research, personas, journey mapping, wireframing, prototyping, concept development and usability testing with working knowledge of WCAG 2.2 accessibility and responsive, inclusive design, Webflow.

Advanced proficiency in Figma (components, variants, auto-layout, design tokens, design systems, Dev Mode) and the Adobe Suite (XD, Photoshop, Illustrator, After Effects, Premiere Pro), complemented by Sketch and AI-assisted design workflows. Known for meticulous attention to detail, creative problem-solving and clear client-facing communication, with a strong track record collaborating cross-functionally with developers, product managers and clients to turn business requirements into scalable, user-centred design solutions.

CORE SKILLS

- **UX Process:** User Research, Personas, Journey Mapping, Wireframing, Prototyping, Concept Development, Usability Testing, User Flows, Information Architecture, User-Centered Design Thinking
- **Visual & UI Design:** Typography, Layout, Visual Design Principles, Visual Hierarchy, Interaction Design, Responsive Design, Design Systems, Design Tokens, Component Libraries, Developer Handoff
- **Branding & Visual Identity:** Brand Guideline Application, Visual Identity Consistency, Client Brand Translation, Cross-Client Design Standards, Creative Concept Development
- **Accessibility:** WCAG 2.2, Inclusive Design, Accessibility Audits, Colour Contrast, Keyboard Navigation, Cross-Browser Compatibility
- **Design Tools:** Figma (Auto-Layout, Variants, Design Systems, Dev Mode), Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Sketch, InVision, Procreate, Canva, Miro
- **Collaboration & Delivery:** Agile Workflows, Stakeholder Management, Client Presentations, Cross-Functional Collaboration, Design Documentation, Attention to Detail, AI-Assisted Design Workflows

WORK EXPERIENCE

UI/UX Designer | 5RV Digital — June 2026 – Present

- Design and iterate on responsive web and mobile UI for a portfolio of agency clients across varied industries, translating brand guidelines and visual identity requirements into polished, user-centred interfaces with close attention to typography, layout and visual hierarchy.
- Build and maintain reusable Figma component libraries, design tokens and design systems (auto-layout, variants, Dev Mode handoff), ensuring visual consistency and on-brand delivery across client projects.
- Produce wireframes, interactive prototypes and user flows for web and mobile products, applying user-centered design thinking and validating decisions through usability testing with participants and client feedback.
- Review deliverables against WCAG 2.2 criteria (colour contrast, focus order, keyboard navigation) to support accessible, inclusive interfaces across client projects.
- Collaborate with developers, project managers and clients throughout the design process, presenting creative concepts and design rationale to non-design stakeholders and supporting handoff.

UI/UX Designer | Insignia Communication Pvt. Ltd. — February 2023 – September 2024

- Designed interfaces for 30+ websites, mobile apps, SaaS dashboards, e-commerce and e-learning platforms, applying consistent typography, layout and visual design principles across varied client verticals and brand identities.

- Partnered directly with clients to translate brand identity, business goals and user needs into user-centred design solutions, acting as the primary design point of contact.
- Applied UI/UX principles, WCAG accessibility standards and responsive design guidelines to produce wireframes and interactive prototypes in Figma and Adobe XD.
- Conducted usability testing across rounds and analysed user feedback to drive continuous improvement of interfaces and user flows within an agile delivery model.
- Maintained design documentation and component libraries to production standard, supporting clean, efficient developer handoff.
- Presented UX concepts, research insights and creative design recommendations directly to clients in a clear, client-facing capacity, ensuring high attention to detail at every stage.

Freelance UI/UX Designer | Tallentive IT — *September 2022 – February 2023*

- Designed website interfaces aligned to brand guidelines, project briefs and client objectives, from initial concept development through to prototype testing.
- Conducted user research, wireframing and prototype testing ahead of development handoff.
- Coordinated design-team tasks to maintain delivery timelines and collaborated with developers to verify layout and interaction behaviour.
- Analysed quantitative data and qualitative user feedback to inform interaction design and user-flow decisions.

Junior Video Editor (Part-Time) | Parmonic, USA — *March 2025 – March 2026*

- Edited recorded webinars into structured video content for marketing and training distribution.
- Applied motion graphics, transitions, captions and audio corrections to clarify presentation content, maintaining strong visual and brand consistency.
- Delivered final video assets to scheduled project timelines.

Junior Associate Motion Graphics Designer | IIIDE – Indian Institute of Digital Education — *February 2022 – September 2022*

- Produced motion graphics for digital marketing education videos, including animated text, transitions and visual overlays, applying consistent typography and layout.
- Collaborated with content teams to convert course material into engaging, on-brand visual learning assets.

Motion Graphics Designer | Parallel Learning — *June 2021 – September 2021*

- Supported production of animation and video content for corporate clients including JCB, Reliance and Schindler, working within each client's established brand and visual identity guidelines.
- Prepared motion graphics assets and edited animation sequences for marketing videos, assisting concept development and creative direction alongside senior designers.

EDUCATION

MSc User Experience & Interaction Design | Glasgow Caledonian University, Glasgow, UK — Sept 2024 – Sept 2025

Bachelor of Fine Arts (Applied Arts) | Dr. D. Y. Patil College of Arts and Crafts, Pune, India — 2017 – 2021

PORTFOLIO

yadnyakshi.co.uk