

ADITI KULKARNI

User Experience Designer (UX/UI) | Atlanta, GA

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Education

Georgia Institute of Technology | *MS in Human-Computer Interaction, Atlanta, GA* **Aug. 2026 – Present**
Ramaiah Institute of Technology | *Bachelor of Architecture, GPA: 8.38/10, Bangalore, India* **Aug. 2018 – May 2023**

Experience

Contextual Computing Group, Georgia Tech **June 2026 – Present**
Research Assistant, UX *Atlanta, GA*

Product: PopSign, a Google-partnered game teaching ASL to parents of deaf children. **Role:** UX Designer and Researcher

- Led the HCI team through a heuristic analysis and worked with developers in agile sprints to rebuild onboarding, breaking complex game mechanics into small, learnable steps.
- Partnered with ML engineers to find edge cases in the sign recognizer across signing and recognition modes.
- Designed visual patterns for 200+ levels using a tool I built in Claude Design to generate layouts from level parameters.
- Analyzed 15+ sign language games and apps; trained 22 graduate students to run a heuristic evaluation of the MVP.

School of Interactive Computing, Georgia Tech **Aug. 2026 – Present**
Graduate Teaching Assistant *Atlanta, GA*

- Advise graduate project teams in CS 7470: Mobile and Ubiquitous Computing, a course of 320+ students.

Zynga / Take-Two Interactive **Nov. 2023 – July 2026**
Experience Designer I *Bangalore, India*

Product: FarmVille 2, Zynga's flagship mobile title with 50M downloads and 450K daily active users.

Early Game Experience Pod: drop-off investigation and solution design *Role: Team Lead, UX Designer*

- Handpicked by the game director to lead a 10-member team (PMs, engineers, game designers, artists, testers) investigating why 90% of players quit by day 7.
- Analyzed behavioral data and 2,000+ exit survey responses to form hypotheses, then planned a 4-month roadmap to design, test, and launch 25+ experimental UX solutions.
- **Impact:** A/B-tested designs raised early revenue yield from 65% to 110% within 6 months (goal: 85%), convincing global leadership to reinvest \$6M in the game.

Mobile Direct Store: moving purchases to Zynga's D2C web store to avoid platform fees *Role: UX Designer*

- Mapped user journeys at the highest-traffic purchase points and designed flows that redirect in-app payments to the web store without disrupting existing behavior.
- Redesigned in-app purchase screens with direct-purchase incentives and rebuilt the web store on design system elements shared across FarmVille games.
- **Impact:** Saves \$8,000 per month in platform fees and lifted revenue 17% in 2 months; adopted by 50+ Zynga teams.

Associate Experience Designer

Narrative Puzzle Redesign: convincing leadership to abandon the original plan *Role: UX Designer*

- Evaluated a revenue-critical feature 8 months into production, designed a new UX flow, gameplay, and UI in a week, and pitched stakeholders to ship it in 3 weeks.
- **Impact:** +11% revenue per user on first run, twice the benchmark; earned an early promotion for business impact.

Premium Subscription Tier: the game's largest single revenue contributor *Role: UX Designer*

- Owned end-to-end design of a progression-based reward bundle, extending a legacy design system; designed the onboarding, purchase, and unlock flows.
- **Impact:** Converted 70% of players from the legacy pass and raised completion rates 25%; became the game's highest revenue stream at \$1.5M USD per year.

Skills

UX Design: Live ops, D2C products, onboarding, difficulty scaling, retention (D7/D30), product metrics

UX Research: Usability testing, heuristic evaluation, user interviews, competitive analysis, A/B testing, survey analysis

Tools: Figma, Unity, Adobe Creative Suite, Framer, Webflow; AI tools (Claude Design, Gemini, ChatGPT, Figma AI)

Languages: Basic fluency in HTML, CSS, Java, Python

Projects

Accenture: Redesigning Safety Reporting Tools for Data Centers | *Team Lead* **2026 – Present**
• Lead a team of 4 in discovery research on how field service workers report safety incidents, using 1:1 interviews, focus groups, a large-scale survey, and cognitive walkthroughs, synthesized through affinity mapping and user journeys.

Achievements

Panelist and keynote speaker at Game UX Summit 2024, Zynga Gaming Carnival, and PES University (600+ attendees).

Rising Star, High Achiever, and Champion 2024 awards for excellence in my first year in the profession.