

Kunal Belamkar

UX Designer & Strategist

T-shaped individual merging deep UX expertise with broad design strategy to shape how people interact with technology. **Currently building Surprise Me, a platform that solves decision paralysis in streaming**, while exploring how design can make technology more human-centered.

PROFESSIONAL EXPERIENCE

Senior User Experience Designer (Contract)	Oct 2024 – Present
Laniakea LLC	New York, New York, United States
- Led comprehensive brand identity projects for clients like Pancasila, NextBreath, and N2 Ventures, leveraging contextual research to craft unique and impactful art directions aligned with client visions and informed research. - Designed and developed interactive web experiences using Webflow, ensuring seamless functionality, compelling aesthetics, and optimized user engagement for diverse brand needs. Maintained design systems with alias collections for consistency and scalability across digital assets, streamlining collaboration. Conducted contextual user research and design processes, translating insights into cohesive brand strategies.	

Project Manager	April 2023 – June 2023
BMW Group X SCADpro	Savannah, Georgia, United States
- Collaborated with a team of 12 game designers at SCAD, partnering with BMW Group to develop a visionary customer experience that embraces the Metaverse concept. - Directed cross-functional efforts with design and development teams to introduce a groundbreaking framework, focused on the ideal experience of Gen Z in the Metaverse, affinitized from 3,000 data points. - Facilitated user testing cycles by creating user flows and low-fidelity mock-ups, gaining a deep understanding of user motivations and pain points.	

Design Strategist	January 2023 – March 2023
Consilience LLC	Savannah, Georgia, United States
- Led brand diagnosis workshops, using a co-creation approach to identify opportunities and problem areas while implementing a membership-oriented platform, boosting customer engagement and loyalty by 20%. - Orchestrated partnership strategies with industry rivals, positioning them as SMEs; leveraged qualitative data analysis to uncover valuable insights that informed service enhancements, resulting in a 30% boost in consumer loyalty. - Created design strategies within an agile framework to meet evolving market trends by creating social media mock-ups across different platforms, including web and mobile which increased brand recognition by 15%.	

User Experience Designer	April 2021 – September 2022
Intentionally Designed Solutions	Barcelona, Spain
- Spearheaded the launch of 'PIFverse' for PIF.CO, including the \$100M venture fund PIF.VC and incubation studio PIF.Labs, driving brand differentiation and market expansion. - Led cross-functional branding projects, collaborating with clients and internal teams to craft impactful brand strategies, resulting in a 40% increase in brand awareness and a 25% rise in customer satisfaction. - Accelerated the redesign of the agency's portfolio website by implementing SEO best practices and enhancing visual storytelling of successful digital projects, thereby securing 8 new high-profile client contracts.	

User Experience Designer	June 2019 – February 2020
Seniority by RPG	Pune, Maharashtra, India
- Managed in-depth contextual research project at Seniority, conducting user interviews and thorough data analysis; crafted detailed user personas and customer journey maps that shaped product design decisions and elevated user satisfaction scores by 35%. - Directed benchmark analysis to assess market positioning, curated detailed feature lists to prioritize product enhancements, and participated in iterative prototype development, resulting in a 15% increase in customer retention. - Executed customer-focused prototypes for the Seniority app, integrating insights from user research to enhance the user experience, resulting in a 20% increase in average session duration.	

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EDUCATION

Master's in Design Management	2022 – 2024
Savannah College of Art & Design	Savannah, GA
Master's in Interaction Design	2020 – 2021
Harbour Space University	Barcelona, Spain
Bachelor's in Computer Science	2015 – 2019
University of Pune	Pune, India

SKILLS

Design Research and Strategy

Contextual Research, Data Visualization, Design Innovation Development, Visual Identity, Design Thinking, Data Affinitization, Insight Translation, Workshop Facilitation, Systems Thinking, Ecosystem Mapping, Benchmarking, Building Value Proposition, Blue Ocean Strategy.

User Experience and Interaction

User Persona Creation, Archetypes, Customer Journey Mapping, Information Architecture, User Flows, Design for Accessibility and Inclusivity, Prototyping, Wireframes, Rapid Prototyping, A/B Testing, Branding Experiences, Usability Testing, Interaction Design, Responsive Design.

Technical Skills and Tools

Figma (**Advanced**), , Jitter Video (**Advanced**), Adobe Creative Suite (Illustrator, Photoshop, After Effects) (**Advanced**), Spline 3D (**Experienced**), C (**Experienced**), HTML (**Advanced**), CSS (**Advanced**), Javascript (**Experienced**).

CERTIFICATIONS

Layout Level 1	2024
Webflow University	
Layout Level 2	2024
Webflow University	
Layout Level 3	2024
Webflow University	
Human Centered Design & Insight Translation	2023
Lextant	

AWARDS

UX Design Award for Portfolio	2024
CSS Design Awards	
UI Design Award for Portfolio	2024
CSS Design Awards	
CSSW Star of the Day	2024
CSSWINNER	
2nd Prize, Hyundai	2023
Branding Design Challenge	