Kunal Belamkar
User Experience Designer

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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.

User Experience Researcher   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.**

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