Kaustubh Tanksale

Product Designer

🔗 Porfolio/Website   tanksalekaustubh@gmail.com

Be Portfolio/Behance   +91 7588336361

in Profile/LinkedIn   Pune, Maharashtra

Professional Experience

Freelance UX Consultant • UI/UX Designer

January 2023 - Present

Healthcare Marketplace Landing Page Design:
- Designed an intuitive and user-centered landing page for a healthcare marketplace, enabling consumers to research aesthetic treatments and connect with physicians.
- Collaborated closely with developers to ensure seamless implementation and alignment with technical specifications.
- Maintained clear and consistent communication with the client to thoroughly understand and fulfill their requirements.

Handmade Jewelry Website Design:
- Conceptualized and developed a visually compelling website on Wix for a handmade jewelry business, emphasizing brand storytelling and product presentation.
- Focused on crafting a user-friendly interface to enhance the user experience and drive engagement with the client's offerings.

Mindbody • Associate Product Designer

June 2021 - November 2022

- Led the end-to-end design process, including user research, customer interviews, and usability testing, to create user-centered products.
- Collaborated closely with cross-functional teams, including developers and stakeholders, to ensure seamless design implementation and alignment with project goals.
- Conducted competitive research and information architecture analysis to inform design decisions and optimize user experience.
- Facilitated Design Thinking ideation workshops to encourage creative problem-solving and develop innovative design solutions.
- Managed client communication to fully understand requirements and ensure satisfaction with the final deliverables.

Tru Group of Companies • Consultant

April 2019 - January 2020

- Provided on-site support as a consultant, offering hands-on assistance to ensure smooth and efficient software usage for clients.
- Gathered and documented client requirements, translating them into actionable insights and detailed workflows to meet business needs.
- Delivered ongoing support, guiding clients in navigating and maximizing the software's capabilities.
- Documented existing and new workflows to ensure clear communication and alignment with business objectives.
- Designed screen mockups to capture and visualize business and functional requirements, enhancing understanding and collaboration among stakeholders.

Tricosys Solution • Trainee Front End Developer

September 2018 - January 2019

Worked on designing pages for an e-commerce website.

Education

Professional Bootcamp in UI/UX • DesignBoat

May 2020

BE, Computer Engineering • MMCOE

June 2013 - May 2017

Professional Skills

- User-Centered Design
- Collaboration & Communication
- Design Thinking
- Information Architecture
- Workflow Documentation
- Client Support & Consultation
- Heuristic Evaluation
- Usability Testing
- User Interviews
- Card Sorting

Technical Skills

- Design Tools: Adobe XD, Figma, Sketch
- Prototyping: Interactive Prototypes
- Web Development: HTML, CSS, Basic JavaScript
- CMS: Wix
- Usability Testing: UserTesting.com, Amplitude
- Project Management: Wrike, Miro, Jira

Certifications

Designing for dashboard • DesignBoat

December 2023

How to design for Accessibility • Udemy

July 2022