

# OMKAR KADAM

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## PRINCIPAL UX DESIGNER | PRODUCT INNOVATION SPECIALIST

B2B/B2C Platforms • Design Thinking • User Analytics • ERP Integration

**Results-driven UX/Product Designer and Analyst with 5+ years of multidisciplinary experience delivering enterprise-grade digital solutions for SaaS, ERP, and B2B/B2C platforms.** Expertise in bridging design, data, and business goals to drive product innovation, user adoption, and system scalability. Adept at collaborating across functions, building modular design systems, and turning complex workflows into intuitive experiences. Equipped with a Master's in IT Management and a proven ability to blend user empathy with business strategy for product growth.

### Key Strengths:

- **Enterprise UX for SaaS & ERP Platforms:** Designed scalable systems used across HR, accounting, and operations
- **Design Systems & Interface Architecture:** Built and maintained systems to unify UI/UX patterns at scale, leveraging Responsive Web Design and Design Tool methodologies.
- **Cross-functional Stakeholder Leadership:** Collaborated directly with C-suite, devs, and PMs for global rollout
- **UX Strategy Informed by Business Intelligence:** Integrated Power BI, SQL, and analytics for insight-driven UX
- **Agile Execution with End-to-End Ownership:** Led design cycles from research to handoff in Agile teams, utilizing Requirement Gathering techniques.

### CORE EXPERTISE

User Research | UX/UI Design | Product Management | Journey Mapping | Heuristic Evaluation | Accessibility | Prototyping | Product Discovery | Information Architecture | Stakeholder Alignment | Design Tokens | Low-to-High Fidelity Wireframes | Storytelling | Design Thinking | Workflow Optimization | A/B Testing | Behavioral Analysis | Agile/Scrum | Visual Design | Usability Testing | Human Computer Interaction | Design Research | CMS Platforms and Web Technologies

### PROFESSIONAL EXPERIENCE

**PRODUCT DESIGNER** | Diverse Health – San Francisco, CA Aug 2025 – Present

- **Reduced patient appointment drop-offs by 15%** by embedding HIPAA-compliant scheduling APIs directly into the booking flow, eliminating external redirects and ensuring a secure, state-compliant patient experience.
- **Streamlined 6+ intake and eligibility workflows** by designing rule-based logic for patient urgency, insurance verification, and geofencing, improving provider-matching accuracy and reducing wait times across high-volume clinics.
- **Facilitated cross-functional alignment with teams** by leading requirements workshops and journey mapping sessions, documenting eligibility and routing rules, and validating API-driven integrations against HIPAA and WCAG compliance.

**PRODUCT ANALYST / UX DESIGNER** | UnicGate – San Francisco, CA Aug 2024 – Aug 2025

- **Reduced Ticket Volume by 18% Post-Launch** by designing contextual onboarding flows, live help prompts, and intuitive UI patterns tailored for logistics and warehouse SaaS tools.
- **Increased Workflow Accuracy by 25%** after auditing warehouse operations and re-architecting the ERP dashboard for internal task tracking.
- **Accelerated Feature Rollouts** by delivering annotated wireframes, service blueprints, and stakeholder-ready prototypes, improving sprint iteration cycles in 2 of 3 active product teams.
- **Improved Data-Driven Planning** by combining SQL workflow analysis with Power BI dashboards, revealing gaps and enhancing roadmap prioritization.
- **Standardized UX Across Departments** by establishing a reusable design system for HR and accounting products, improving developer handoffs and reducing UI debt.

UX DESIGNER & DATA ANALYST INTERN | Holiday Channel – Denver, CO

May 2024 – Aug 2024

- **Improved Campaign Conversions by 8%** through analytics-led redesign of SEO-optimized holiday landing pages, modular UI elements, and mobile-first flows built with AJAX and jQuery.
- **Boosted Retention by 27%** by leveraging heatmaps and A/B testing to refine checkout and content discovery across three seasonal platforms.
- **Reduced UI Rework by 14% per Sprint** by managing a Figma-based design library integrated with brand guidelines and dev documentation.
- **Enhanced Checkout Experience** by adding user-friendly tooltips and logic triggers, reducing cart drop-offs during high traffic surges.
- **Elevated Brand Consistency** with scalable design components and mobile templates used across marketing, sales, and product.

UX DESIGNER INTERN | Navsan – San Antonio, TX

Jan 2024 – May 2024

- **Drove 40% Lift in Platform Engagement** by restructuring academic dashboards and optimizing task flows via affinity mapping and user testing.
- **Enabled Real-Time Performance Insights** through dashboard customization features and stakeholder-informed iterations.
- **Achieved WCAG 2.1 Compliance** by implementing accessible navigation, keyboard shortcuts, and screen reader support to serve diverse learners.
- **Streamlined QA Documentation** by mapping Figma flows directly to developer tickets and acceptance criteria.

PRODUCT DESIGNER | SGS India Pvt Ltd – Pune, MH

Aug 2020 – Aug 2022

- **Reduced Report Time by 14 Minutes per Task** by designing a mobile-first digital reporting tool for 400+ field inspectors in regulated manufacturing environments.
- **Improved Compliance and Accuracy** by auditing workflows and integrating regulatory checkpoints into the UX architecture.
- **Achieved 40% Efficiency Gain** by facilitating Agile sprints with stakeholder walkthroughs and usability tests on dashboards.
- **Unified Inspector Tools Across Devices** through a responsive design system used on tablets and desktops for real-time data tracking.
- **Launched UX Onboarding Toolkit** for internal contributors, increasing team handoff quality and documentation reuse.

EDUCATION & PROFESSIONAL DEVELOPMENT

MASTER OF SCIENCE IN INFORMATION TECHNOLOGY & MANAGEMENT

University of Texas at Dallas | Aug 2024

Specialization: Product Design, UX Strategy, Digital Platforms, Python, Statistics, CRM, SQL

TECHNICAL SKILLS

Figma | Adobe XD | Power BI | SQL | Python | JIRA | Miro | Salesforce | HTML/CSS | MS Dynamics 365 | Confluence | Notion | Google Analytics | Tableau | CATIA | Photoshop | Illustrator | InVision | Mobile Application Development | JavaScript | Design Research | Web Design | Coding Language