

Omkar Kadam

Dallas, TX (Open to Relocation) | (945) 241-4829 | omkarkadam.utd@gmail.com | [LinkedIn](#) | [Portfolio](#)

Product Designer with **4 years of experience in the B2B SaaS** as a founding designer, collaborating with C-suite executives while building design systems from scratch.

PROFESSIONAL EXPERIENCE

Founding Designer

Aug 2024 - Present

UnicGate

Dallas, TX, USA

- **Designed the MVP for two enterprise applications**, crafting **end-to-end UX flows and scalable design systems** to ensure consistency across accounting and HR platforms, improving usability for **100+ employees**.
- **Transformed business requirements into intuitive user experiences** by collaborating with product managers and devs, utilizing **usability testing, journey mapping, and heuristic evaluations** to refine flows and optimize navigation.
- **Enhanced brand consistency across digital touchpoints**, integrating **UX-driven marketing strategies** that improved **social media visibility and credibility**, leading to a **20% increase in conversion rates**.

Lead UX Designer

May 2024 – Sep 2024

Holiday Channel

Denver, CO, USA

- **Led a team of 4 designers** to refine web and mobile experiences across 3 channels, enhancing **usability, accessibility, and user engagement**—resulting in a **7% increase in mobile user retention**.
- **Developed data-driven UX strategies** by analyzing **user behavior, interaction patterns, heatmaps, and optimizing high-engagement content**, to improve user flow and satisfaction.
- **Worked cross-functionally with product, marketing, and development teams** to conduct **A/B testing, usability testing, and heuristic evaluations**, refining design decisions and delivering high-impact **user-centered solutions**.

Product Designer (Internship)

Jan 2024 – May 2024

Navsan

San Antonio, TX, USA

- **Redesigned the university's student portal** by conducting **task analysis and usability audits, optimizing information architecture** to streamline access to schedules, assignments, and grades—boosting student engagement by 30%.
- **Optimized the faculty portal using user journey mapping and workflow analysis**, refining plagiarism grading, detection, and attendance tracking to **reduce cognitive load and improve workflow efficiency by 20%**.
- **Collaborated with devs and university admin to refine UI components, create a scalable design system**, and ensure **WCAG accessibility compliance**, enhancing responsiveness and accelerating development and project handoff.

Product Designer

Aug 2020 – Aug 2022

SGS India Pvt Ltd

Pune, MH, India

- **Architected an enterprise-wide reporting application** from the ground up, **replacing manual data entry with a mobile-first solution**, cutting per-report processing time by 14 minutes across 400+ field inspectors, and **ensuring seamless adoption in high-caution environments**.
- **Led user research and compliance-driven workflow analysis**, mapping inspector pain points to design an intuitive reporting experience that **aligned with industry safety regulations** and minimize errors in hazardous environments.
- **Designed and iterated high-fidelity wireframes with rapid prototyping cycles, incorporating stakeholder feedback in Agile sprints**, resulting in a 40% improvement in reporting task efficiency and **reducing usability bottlenecks**.
- **Established a scalable design system**, automating task assignments for supervisors and streamlined real-time monitoring of 100+ weekly reports, **ensuring cross-platform UI consistency across desktop and tablet dashboards**.

AREA OF EXPERTISE

Design Skills: User Experience (UX), Interaction Design (IxD), User Interface (UI) Design, Prototyping, Visual Design, Wireframing

Research & Strategy: User Interviews, Usability Testing, Journey Mapping, Information Architecture, A/B Testing, Quantitative & Qualitative Analysis.

Software Proficiency: Figma, Adobe XD, Sketch, InVision, HTML, CSS, Photoshop, Illustrator, KeyShot

Visual Design: Typography, Branding, Iconography, Web Design, Design Systems, Style Guides, Responsive Design

EDUCATION

Master's in Information Technology and Management

Aug 2024

University of Texas, Dallas

Coursework: User-Experience Design, Web Dev, Interaction Design, Psychology, Digital Product, Information Architecture, HCI