



## HARSHAD KULKARNI

A multi-disciplinary designer whose work is guided by user research, human-centered design, and a strong visual aesthetic. My goal is to develop intuitive solutions for complex problems that not only address the business vision but respond with empathy to the user needs. With over 12 years of experience, I encourage interdisciplinary teamwork while providing steady leadership.

2015  
San Francisco

### PRINCIPAL DESIGNER

NerdWallet

Lead the design efforts for mobile products across NerdWallet  
Led the design for the platform allowing users to talk to finance advisors  
Mentoring and managing designers with varied skills and experience

2014 - 2015  
Menlo Park

### LEAD PRODUCT DESIGNER

Mint (Intuit)

Designed a financial product for underbanked population  
Mint iOS and Android apps  
Designed card framework for mint mobile apps

2012 - 2014  
Sunnyvale

### PRODUCT DESIGNER

Yahoo Mobile & Emerging Products

Founding member of the Mobile & Emerging Products Design org  
Yahoo mail iOS apps  
Documented best practices to help onboarding new designers

2011 - 2012  
Sunnyvale

### LEAD USER EXPERIENCE DESIGNER

Yahoo Communications

Design for yahoo.com across mobile, tablet and desktop

2007 - 2010  
Bangalore

### LEAD VISUAL DESIGNER

Yahoo R&D

Designed and launched first mobile application for Yahoo India  
Mobile and web design for Yahoo Cricket

2007  
Mumbai

### SENIOR DESIGNER

Tribal DDB India

Art direction and execution of websites, mainly developed in flash

2006 - 2007  
Mumbai

### 2D ART TEAM LEAD - MOBILE GAMES

Nazara Technologies

Art direction for arcade, puzzle & role-playing mobile games  
Implemented best practices for sprite creation & optimization

2004 - 2005  
Mumbai

### GRAPHIC DESIGNER - MOBILE GAMES

Paradox Studio Limited

Concepts, pixel art and animations for game characters  
Graphic design for mobile games

### I AM

Design leader + Problem Solver  
Empathy driven designer  
Strong Communicator  
Design Strategist + Detailed designer

### I HAVE DELIVERED

NerdWallet iOS & Android Apps  
Advice on Demand Platform  
Mint iOS & Android App  
Yahoo Mail iPhone App  
Yahoo Mail iPad App  
Yahoo Cricket iPhone App

### I USE

Paper & Pencil  
Omnigraffle  
Sketch  
iOS Storyboards\*  
Quartz Composer\* & Framer\*  
Adobe Creative Cloud  
\*Prototyping and Motion Design

### PATENT

Method and System for  
Relaying Application State  
through Colors  
IPCOM000233975D

### EDUCATION

B.F.A (Applied Art) - Visualization  
Sir J J Institute of Applied Art  
1993-2003, Mumbai

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