

Richa Kulkarni

Senior Product Designer

New York, NY 10009 | 551-998-2125 | richaklkrn16@gmail.com | richaklkrn.com | linkedin.com/in/richa-kulkarni-93093410a

Senior Product Designer with over six years of experience. Specializes in data-driven, end-to-end design for payment platforms and compliance-driven, complex systems in B2B SaaS. Collaborates cross-functionally with multiple product managers, compliance, architecture, and engineering teams, taking systems from discovery to production.

EDUCATION

Pratt Institute
MS, Information Experience Design
May 2021

Sinhgad Institute
Bachelor of Architecture
May 2017

SKILLS

Design Systems & Craft
Figma, high-fidelity and rapid prototyping, DEX and Mavericks design systems, AI-assisted prototyping (Claude Code, Figma Make)

Research & Validation
User interviews, usability testing (SUS, SEQ), heuristic evaluation, A/B testing, behavioral analytics (Pendo), post-production support-ticket analysis

Standardization
Corporate-level business analytics dashboards (Domo, Pendo), terminology mapping, Claude skills and plugins

Domain
Payments & billing systems, KYC/AML, fraud prevention & risk mitigation, regulatory compliance, B2B SaaS

Accessibility
WCAG-conscious interaction patterns: non-color-only status indicators, keyboard- and screen-reader-safe flows

Collaboration
Cross-functional program leadership, design system governance, AI-augmented design workflows

EXPERIENCE

Thryv — Product Designer 2 Jun 2021 – Present | New York, NY

Sales & Payments and ThryvPay

- Independently designed self-service ID Verification (KYC/KYB) across all 3 surfaces (Business, Owner/Officer, Bank), replacing a manual support-call-only process — cutting turnaround from weeks to under a day and strengthening fraud prevention.
- Standardized terminology across 3 teams — design, front-end, and back-end engineering — by mapping Stripe's payment state machine to canonical invoice statuses, eliminating inconsistent, ad hoc payment-status labeling across Keap Max's modern and legacy payment-processor surfaces.
- Removed the processor-choice decision point from new-user onboarding — validated through user interviews and Domo analytics — then shipped a Stripe-hosted flow that grew new Stripe account creation 205% year-over-year (~5x prior pace).
- Improved System Usability Scale score by 30% (75 to 97.5 points) on Invoices — designed the UX fixes, then authored and co-facilitated the 8-participant moderated study that measured the result.
- Established behavioral-analytics visibility across Sales & Payments as sole owner of the Pendo dashboard spanning 6 areas — mapping first-time-user paths from onboarding through payment setup to first invoice sent, and surfacing payment touchpoints that inform ongoing attach-rate and usage-driven decisions.
- Led UX for a strategic initiative to connect Marketing Center and Keap Max across the full lead-to-order cycle — co-led the foundational workshop that defined product direction, then owned design execution across 2 design systems & engineering teams through Phase 1 handoff.
- Identified a payment hardware opportunity with product management, then designed and prototyped ThryvPay's Card Reader and Tap to Pay experience as a 0-to-1 build with no design system in place — later formalizing the visual language into a system now used across the app.
- Currently leading the competitor-ranking redesign in Marketing Center — combining competitive research and A/B testing to validate ranking-logic changes.

Appetizer Mobile — UX Design Intern Jun 2020 – Dec 2020 | New York, NY

- Designed UI for mobile and web app concepts and investor-facing pitch decks under the creative director; introduced Figma to standardize the team's design collaboration workflow.

Center for Digital Experience — UX Consultant Mar 2019 – Mar 2020 | New York, NY

- Conducted usability studies and website audits for cultural and nonprofit clients (museums, libraries, philharmonics), improving content findability and search/cataloging structure.