

Aakanksha Marulkar

UX RESEARCHER, INTERACTION DESIGNER, CREATIVE STRATEGIST

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SUMMARY

UX Designer with 7 years of academic experience designing digital products in collaboration with multiple global enterprises. Experienced in translating user research and product metrics into intuitive, practical, high-impact experiences. 2 years of professional experience working at a fast-growing AI startup based out of San Francisco, as well as large cross-functional product teams at an award-winning design studio.

EDUCATION

Parsons School of Design, The New School

M.S. in Strategic Design and Management, CGPA: 3.96/4.0

Minor in Impact Entrepreneurship

Aug '24 - May '26

New York, NY, USA

Strate School of Design, Jain University

M.Sc. in Interaction Design, CGPA: 8.12/10.0

B.Sc. in Interaction Design, CGPA: 8.03/10.0

Jul '19 - Jun '24

Bangalore, India

EXPERIENCE

Kinesis Network (AI Startup)

Business Development Intern

Jun '25 - Current

San Francisco, CA

- Led market research and competitive analysis across Biotech and AI verticals, synthesizing findings into a positioning brief that directly shaped go-to-market strategy for 2 emerging product lines.
- Synthesized qualitative and quantitative insights, and designed data visualizations and marketing materials for executive leadership, which informed strategic decisions around brand representation.

Harman Connected Services, Huemen Design Studio

UX Designer

Feb '22 - Feb '23

Bangalore, India

- Redesigned the JBL India website through localized UX research, competitive benchmarking, and usability analysis, improving navigation clarity and brand relevance for JBL's Indian audience, a market projected to reach 41+ million units by 2026.
- Presented a data-driven AR/VR market analysis to JBL executives, making the commercial case for Web 3.0 integration by mapping a \$300B global opportunity against competitor revenue gains in the metaverse; the presentation directly informed the brand's digital roadmap.
- Conceptualized and led [JBL Land](#), a live Web3 brand experience on Roblox, from initial research through interaction design and launch, entering a new technical domain with no prior precedent at the studio.

SKILLS

Product & UX Design: Product Design, Interaction Design, UX Research, Information Architecture, User Flows, Wireframing, Prototyping, Service Design

UX Research: Quantitative & Qualitative research, User Interviews, Survey Design, Insight Analysis, Pattern Recognition, Journey Mapping, Trend Analysis

Product Strategy: Market & Competitive Analysis, Product Roadmapping, Design Fiction & Speculative Futures, Creative Storytelling & Storyboarding

Tools: Claude Code, Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Miro, Notion, FigJam

KEY PROJECTS

Master's Thesis (Parsons) — Pre-Commitment Decision Platform for AI Native Startups

May '26

Researched infrastructure decision barriers in early-stage AI-native startups and designed LayerLabs, a pre-commitment diagnostic platform that provides strategies via readiness scores, sequencing roadmaps, and decision simulators. In a world where 90% of startups fail, this tool helps founders make intentional AI infrastructure decisions before costly commitments become irreversible.

Microsoft Inclusive Design Team — AI Productivity Tool

May '25

Researched executive function barriers in ADHD users and designed a voice-first AI assistant that adapts task sequencing dynamically to cognitive load and emotional context.

IKEA — UX Research Study

Mar '24

Led mixed-methods research on Indian consumer behavior across digital platforms; synthesized 17+ interviews and 50+ insights into 4 actionable strategic directions for IKEA's market entry.

Master's Thesis (Strate) — Workplace Wellbeing Platform

Jun '24

Designed a B2B2C desktop wellbeing widget grounded in 37 interviews and 3 surveys, delivering gamified productivity nudges and behavioral insights to help employees manage cognitive load at work.