Rashmi Kalburgie

Senior UX Design Strategist

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FedEx Portfolio PDF Password: Rashmi26

Professional Summary

Senior UX Design Strategist with 22+ years of experience leading user-centered design, product strategy, and digital transformation initiatives across global organizations. Executive MBA and MA in Design Management with expertise in UX/UI design, user research, design systems, accessibility, AI-assisted design, and enterprise applications. Skilled in translating complex business and customer needs into intuitive digital experiences through design thinking, prototyping, usability testing, and cross-functional collaboration. Proven track record delivering scalable solutions that improve user satisfaction, operational efficiency, and business outcomes.

Core Competencies

Expertise in UX Strategy, Product Design, User Experience (UX) Design, User Interface (UI) Design, Human-Centered Design, Design Thinking, Interaction Design, Information Architecture, Design Systems, Service Design, Journey Mapping, Persona Development, Wireframing, Prototyping, Accessibility (WCAG), Responsive Web and Mobile Design, Enterprise Application Design, and Data Visualization. Experienced in User Research, Stakeholder Interviews, Usability Testing, Survey Analysis, Workshop Facilitation, Requirements Gathering, Heuristic Evaluation, and User-Centered Design methodologies. Strong leadership capabilities in Design Leadership, UX Leadership, Product Strategy, Strategic Planning, Cross-Functional Collaboration, Stakeholder Management, Team Mentoring, Design Governance, Design Operations (DesignOps), Global Team Collaboration, Change Management, and Executive Communication. Proficient in AI-Assisted Design, Prompt Engineering, Front-End Collaboration, HTML/CSS, Instructional Design, eLearning Design, Content Strategy, Storytelling, Training Development, and Multimedia Production.

Technical Skills

Figma, Claude AI, Visual Studio Code, HTML, CSS, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Microsoft PowerPoint, Microsoft Word, and Microsoft Excel.

Professional Experience

FedEx, Memphis, USA (16th July 2025 – till date) - Senior UI/UX Design Strategist. 40 Hours Week

Redesign of a complex, multilingual customs clearance web application using user research and design thinking methodologies, supporting operations in 77 countries. The platform streamlines customs clearance and brokerage processes, improves regulatory compliance, enhances

customer experience, and reduces operational costs. Designed with scalable global capabilities and flexibility for regional customization, the solution is being delivered through phased implementation of core, regulatory, and localization features.

- Leveraged Claude AI and Visual Studio Code to design, prototype, and develop user interfaces, utilizing advanced prompt engineering techniques to generate UI components, user flows, interaction patterns, and front-end code.
- Designed and optimized user experiences for customs brokers, freight forwarders, and compliance specialists, simplifying complex regulatory workflows and customs processing activities.
- Designed seamless customs declaration experiences by integrating intelligent automation, AI-assisted guidance, and user-centered design principles.
- Conducted stakeholder interviews, user research, and design workshops to understand operational requirements, regulatory constraints, and user pain points.
- Created wireframes using Figma and Claude, interactive prototypes, user flows, and design specifications to simplify document submission, tariff classification, and shipment tracking processes.
- Achieved a 100% user-testing score for consistency, accessibility, and brand compliance during initial usability validation.
- Collaborated with developers, solution architects, and product owners to integrate customs APIs, automated validations, and secure data management capabilities.
- Partnered with distributed teams across India, Singapore, Europe, and South America to align product strategy, design execution, and delivery timelines.
- Mentored UX/UI designers, establishing design standards and providing guidance to ensure quality, consistency, and adherence to enterprise design systems.
- Led usability testing sessions with logistics professionals and customs brokers, improving task completion rates, reducing errors, and enhancing overall user satisfaction.
- Applied UX best practices and data-driven design strategies to reduce form abandonment and improve onboarding experiences for new users.
- Maintained and evolved a scalable multilingual design system supporting accessibility, regulatory compliance, and country-specific customization requirements.
- Led UI/UX strategy and design for the FedEx Broker AI Assist Tool, a GenAI-powered solution that improves broker productivity, accelerates onboarding, and addresses critical brokerage workflow challenges.

FedEx, Memphis, USA (1st February 2024 – 15th July 2025) - Senior Creative Specialist. 40 Hours Week

I led the design and deployment of a global digital training initiative that reached over 14,000 commercial employees and supported customer service in 220 countries and territories, contributing to the company's growth to $87.7 billion in total revenue.

Train internal FedEx employees to drive business growth and improve customer experience by enhancing customer-centric thinking, operational efficiency, cross-functional collaboration, regulatory agility, and strategic capabilities.

- Analyzed global learner needs and performance gaps through stakeholder interviews, surveys, and data analytics to inform design strategy.
- Conceptualized user interfaces leveraging storyboards and iterative prototyping; improved the accessibility score by 50% while adhering to WCAG 2.1 AA compliance requirements.
- Developed interactive eLearning modules, microlearning assets, and mobile-responsive content using Adobe Captivate.
- Created interactive training videos using Adobe Premiere.
- Implemented learning solutions on LMS platforms, ensuring seamless integration, localization, and user testing across regions.
- Constructed a centralized internal website detailing commercial growth programs and learning resources, which resulted in 1000+ employees completing at least one new training module.
- Evaluated learning effectiveness through usability testing, learner feedback, and performance metrics, iterating designs to improve engagement and outcomes.
- Championed a cultural inclusivity initiative by collaborating with global SMEs and developers, resulting in 4.8 rating positive feedback on learning experiences from diverse user groups.
- Redesigned program website and marketing materials, resulting in an 94.4% increase in site views and a 90% engagement rate for newsletters.
- Received Bravo Zulu Award for outstanding leadership and impact in instructional design.

FedEx, Memphis, USA (1st June 2017 – 31st January 2024) - Content Strategist. 40 Hours Week

Spearheaded a scalable presentation builder tool and high-impact sales presentations, empowering 10,000 global employees; drove customer engagement across 220 countries, boosting company revenue to $87.7B.

- Designed a scalable, web-based presentation builder using HTML/CSS, enabling sales teams to create brand-compliant, legally approved decks in minutes—reducing presentation creation time by 90%.
- Developed modular content frameworks based on user research, customer feedback, and sales performance data to support localized and industry-specific messaging.
- Conducted extensive UX research through interviews, surveys, and data analysis to identify content gaps and streamline messaging for diverse global markets.
- Created visually engaging presentation templates using Adobe Illustrator, Photoshop, XD, and Premiere Pro—enhancing clarity, professionalism, and customer engagement.
- Collaborated with subject matter experts (SMEs) to ensure accuracy, compliance, and relevance of content, including legal reviews and brand alignment.
- Led usability testing and iterative design improvements, refining navigation, content structure, and accessibility across devices based on global sales team feedback.
- Integrated dynamic visual assets and short-form videos into presentations to improve storytelling and client engagement during sales pitches.

- Received Rising Star and Bravo Zulu Awards for outstanding leadership and impact in designing and implementing a global UX-driven sales tool.

YASH DESIGN SERVICES, Singapore (23rd September 2015 – 23rd September 2016) - Creative Director / Founder. 40 Hours Week

- Owned and operated a creative services business specializing in digital and print media for corporate events and tradeshows in Asia.
- Delivered end-to-end design solutions for General Electric's internal marketing and communications, including branded collateral, event signage, and multimedia assets.
- Managed project lifecycles from concept to execution, ensuring alignment with GE's brand standards and strategic goals.
- Produced high-impact visuals and layouts for presentations, brochures, banners, and digital displays used across global GE events.
- Designed websites and digital ads for other Singapore small businesses.

GE - General Electric, Singapore (1st April 2009 – 14th August 2015) - Senior Graphic Designer. 40 Hours Week

- Led end-to-end design and execution of immersive tradeshow experiences for GE Energy, Oil & Gas, Healthcare, and Water across Asia, Middle East, Europe, and the USA.
- Led cross-functional collaboration with over 100 internal stakeholders, delivering tailored booth designs and branded content aligned with GE's strategic goals.
- Designed modular booth layouts and interactive touchpoints, enhancing user flow and engagement through multi-sensory storytelling and digital integration.
- Created high-impact visual assets using Adobe Illustrator, InDesign, Photoshop, and Premiere Pro—including brochures, signage, motion graphics, and product highlight videos.
- Produced dynamic multimedia content for digital screens and large-scale displays, showcasing GE's innovations in energy, healthcare, and water technologies.
- Developed user journey maps and personas, applying design thinking to optimize booth experiences for diverse global audiences.
- Managed full project lifecycle, coordinating with vendors, production teams, and internal departments to deliver all assets on time and within budget.
- Received multiple awards for creative excellence, achievement award including the GE photography award and creative award for best tradeshow event design and visual storytelling.
- Designed GE's annual branded Dairy Book and calendar, integrating photography, infographics, and corporate messaging for global distribution.
- Improved brand visibility and audience engagement at international tradeshows, contributing to GE's reputation for innovation and design leadership.

ComnetSolutions, Singapore (24th December 2007 – 27th February 2009) - Graphic Designer. 40 Hours Week

- Designed and developed visually engaging websites and digital assets using user experience (UX) methodologies to enhance usability, accessibility, and user satisfaction.

- Applied UX research, wireframing, and prototyping techniques to create intuitive interfaces and seamless user journeys.
- Created high-quality visual content for web using Adobe Dreamweaver, Photoshop, Illustrator, and Premiere.
- Collaborated with cross-functional teams to align design solutions with brand strategy and business goals.
- Delivered responsive web designs and multimedia content that supported marketing campaigns, product launches for Singapore and India based customers.

Wipro, Bangalore, India (5th March 2007 – 5th December 2007) - Web Designer. 40 Hours Week

- Designed and developed user-centric web applications and digital interfaces using UI/UX methodologies, focusing on usability, accessibility, and responsive design — resulting increase in user engagement and faster task completion rates.
- Created wireframes, prototypes, and high-fidelity mockups to guide development and ensure alignment with user needs and business goals — contributing to reduction in development rework.
- Delivered visually compelling designs using Adobe Photoshop, Illustrator, and Dreamweaver, and implemented front-end code with HTML and CSS — improving visual consistency and brand alignment.
- Collaborated with cross-functional teams to translate complex requirements into intuitive, scalable web solutions — leading to improvement in project delivery time.
- Supported branding and digital transformation initiatives across industries including energy, retail, cybersecurity, and healthcare.
- Top clients of web application design and development include: Supervalu, Brocade, British Petroleum, Symantec, Reliant Energy, GSK, and Cisco.

Iteamic Pvt. Ltd, Bangalore, India (12th September 2005 – 28th February 2007) - Graphic Designer. 40 Hours Week

- Designed and developed engaging internal digital experiences using UI/UX principles to enhance usability, accessibility, and brand consistency — resulting in a 30% increase in employee satisfaction with internal tools.
- Created responsive company web design and front-end code using HTML, CSS, and tools like Adobe Photoshop, Illustrator, and Dreamweaver.
- Delivered a wide range of internal communication assets including internal websites and portals, newsletters and emailers, and brand-aligned visual content for internal campaigns — leading to a 35% boost in internal campaign engagement rates.
- Collaborated with cross-functional teams to ensure cohesive design across platforms and alignment with organizational goals — contributing to a 20% improvement in cross-departmental communication efficiency.
- Focused on user research, wireframing, and prototyping to optimize user journeys and improve employee engagement.

HEW Software Pvt. Ltd, Bangalore, India (15th May 2004 – 31st August 2005) - Creative Designer. 40 Hours Week

- Designed and developed a large web application for Tyco client.
- Designed and developed user-centric web applications and digital interfaces using UI/UX methodologies, focusing on usability, accessibility, and responsive design.
- Created wireframes, prototypes, and high-fidelity mockups to guide development and ensure alignment with user needs and business goals.
- Delivered visually compelling designs using Adobe Photoshop, Illustrator, and Dreamweaver, and implemented front-end code with HTML and CSS.
- Collaborated with cross-functional teams to translate complex requirements into intuitive, scalable web solutions.

Education

SCAD Savannah College of Art and Design, Georgia, USA (2016 – 2017)
MA in Design Management - STEM (Design Innovation, Design Thinking, Creative Problem Solving, and UX Design)

University of the Cumberlands, USA (2020 – 2022)
Executive MBA, Marketing

Karnatak University, Karnatak, India (1999 – 2004)
Bachelor of Fine Arts, specialization in Advertising

Certification

Certified Usability Analyst (CUA) - Human Factors International (2017)
User Experience (UX) Foundations | User-Centered Analysis and Conceptual Design Web & Application Design | Usability Analysis

Certified Customs Specialist (CCS) - NCBFAA Educational Institute (2026)

Awards

1. Bravo Zulu Award 2024 - FedEx
2. Bravo Zulu Award 2020 - FedEx
3. Rising Star Award 2018 - FedEx
4. Bravo Zulu Award 2018 - FedEx
5. Positive Attitude Award 2014 - GE
6. Humanitarian Award 2013 - GE
7. Achievement Award 2013 - GE
8. Creative Award 2013 - GE
9. GE Photography Award 2013 - GE
10. Creative Award 2012 - GE
11. Achievement Award 2012 - GE
12. Cooperative Award 2011 – GE
13. Creative Award 2010 - GE
14. Merit Award 2009 - GE