

# KUNJ VYAS (MS in UX)

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## WORK EXPERIENCE

### FinLit

Senior Product Designer

June 2024 - Present

Sunnyvale, CA

- As the **first hire** of this **San Francisco based startup**, led UI/UX design for a financial literacy app.
- **Increasing user retention by 25%** through **personalized, AI-driven learning** experiences on iOS and Android.
- Streamlined user flows **improving task completion rates by 33%** via **gamification and adaptive content**.
- Optimized **cross-team collaboration**, **reducing design-to-development handoff time by 21%**, ensuring timely launches.
- **Mentored junior designers, boosting team productivity by 2x**, and secured **stakeholder approval for 90%** of proposed designs on the first review.

### Arizona State University

Product Designer and Researcher

Aug 2023 - June 2024

Mesa, AZ

- Led a **\$45M** Arizona Water Innovation Initiative under [Dr. Claire Lauer](#) to design and test a [water management chatbot](#).
- Conducted **research** on Arizona's water challenges, informing chatbot features and **improving user relevance by 40%**.
- Developed and tested AI-powered chatbot prototype, **achieving a quarter rise in user engagement** during pilot tests.
- Facilitated **stakeholder collaboration** and **user testing**, enhancing chatbot **accuracy and reliability by 28%**.

### SummerDesign

Product Designer

May 2023 - Dec 2023

Remote, AZ

- **Improved productivity by 50%** through **data-driven design decisions** ensuring faster deployment.
- Boosted hotel and flight booking performance by **4x with personalized interfaces** on iOS, Android using Sketch, Figma.
- Developed branding assets, including logos and color schemes, driving an **improvement in brand recognition**.
- Designed an Attendance Management System with a **dashboard featuring 20 metrics**, enhancing office-wide adoption.

### Accenture - Strategy & Consulting

Product Designer

Dec 2019 - Nov 2021

Ahmedabad, IN

- Enhanced ecommerce usability and **tripled user engagement** through user research and testing insights.
- Resolved **design and data issues for 15+ clients**, leading to **adoption by 12+ CX team members**.
- Designed an **analytics dashboard with Tableau and HP-OBR** to enhance **data visualization**, **improve client engagement**, and **boost decision-making efficiency**.
- Streamlined checkout experience, **improving conversion rates by 12%**, and **reducing checkout time by 35%**.

## PROJECTS

### AI Powered Spatial Banking | Figma, VisionOS SDK, HTML/CSS, Javascript, Jira, Maze

- Designed an AI-powered spatial banking **interface on visionOS**, **enhancing personalization** and user engagement.
- Crafted intuitive interfaces for multi-bank data imports and automated transfers, **boosting efficiency by a third**.

### PetPuja - A Streamlined Payment App | Figma, Photoshop, Miro, UsabilityHub

- Developed an app for **1,000+ users** to streamline fast food orders with precise tracking for pickup, delivery, or in-store.
- Conducted **field studies** and **interviews with 200+ fast-food customers** to identify order-tracking pain points, **refining app usability from 36% to 81% in beta testing** by simplifying navigation and improving tracking accuracy.

### Afterglow - An Interior Design App | Figma, Adobe XD, Sketch, Trello, Illustrator

- **Interviewed 50 users** to identify pain points in the buyer's journey, **focusing on accessibility and inclusive design**.
- Conducted **heuristic evaluation**, made hi-fidelity prototype with user personas and flows, **reducing task failure by 80%**.

## EDUCATION

### Arizona State University

Master of Science, Human Computer Interaction (GPA: 4)

Tempe, AZ

May 2024

**Focus:** Usability and User Experience; Product Design and Evaluation; Foundation of Human Systems Engineering; Interaction Design, Planning and Implementation; Cross-Media Design; Visual Storytelling for Industrial Design

### Ahmedabad University

Bachelor of Technology - Information and Communication Technology

Ahmedabad, India

May 2020

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## TECHNICAL SKILLS

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|-----------------|---|
| <b>Design</b>   | Prototyping, UX KPIs, Typography, Information Architecture, User Flows, Interaction Design, Product Design, Wire-frames, Personas, Design Systems, Data Visualization, Design Thinking, 'Design Strategy & Branding', Motion Design, 3D Animation |
| <b>Research</b> | User Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, Task Analysis & persona hypothesis, A/B Testing, Contextual Inquiries, Affinity Mapping, Cognitive Walk-through, Journey Maps                                     |
| <b>Tools</b>    | Figma, Adobe Creative Suite (Photoshop and Illustrator), Jira, Miro, Sketch, InVision, Webflow, Salesforce, Balsamiq, Excel, Azure, AWS, Postman, Git, Zoom, Slack, Teams   |
| <b>Coding</b>   | HTML/CSS (Bootstrap v5.3), Nodejs, Reactjs, JavaScript, TypeScript, SQL, Python   |

## COURSES AND CERTIFICATIONS

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| <b>UX Design Specialization Certificate, Google</b>  | 2024 |
| ● A six-month hands-on program covering the complete UX design process, foundational principles and methodologies.   |      |
| <b>Social &amp; Behavioral UX Research, IRB CITY Program</b>   | 2024 |
| ● A research that focuses on human behavior, attitudes, opinions, and social interactions, often using methods like surveys, interviews, focus groups, and observation.                        |      |
| <b>AWS Certified Cloud Practitioner, AWS</b>   | 2023 |
| ● A course to oversee an organization's cloud computing architecture, including designing, deploying, and maintaining cloud-based solutions.   |      |
| <b>What is Data Science? IBM</b>   | 2023 |
| ● Defined data science and its importance in today's data-driven world, gaining a deeper understanding of how to analyze and interpret qualitative and quantitative research data effectively. |      |
| <b>Python for Data Science and AI, IBM</b>   | 2023 |
| ● Applied Python programming on datasets to better understand and support data-driven design decisions and insights.   |      |

## LEADERSHIP AND MENTORSHIP

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|---|--------------|
| <b>Music Club 'INFINITY', Core Initiator and Committee Member</b>   | 2016-present |
| ● Led the 'INFINITY' Music Club, driving initiatives and fostering collaboration among members.   |              |
| <b>International Conference on Big Data Analytics, Lead Student Volunteer</b>   | 2024         |
| ● Led volunteers at Arizona State University, offering support and insights on current trends to the jury and visitors.   |              |
| <b>User Experience Design Course, Tutor</b>   | 2022-23      |
| ● Served as a tutor for the User Experience Design course at Arizona State University, teaching and mentoring students.   |              |
| <b>Technical Festival 'INGENIUM', Head of Music Concerts</b>  | 2018-20      |
| ● Managed logistics at Ahmedabad University and performed with 'INFINITY' for 800+ people, opening for 'The Local Train' and 'Kenny Sebastian'. It helped to improve my flexibility, adaptability and commitment. |              |
| <b>Hackerearth, Campus Ambassador</b>   | 2018         |
| ● Fostered a programming culture on campus by conducting technical sessions for competitive programming.  |              |

## ACHIEVEMENTS

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- **Scholastic Achievement:** Stood 41st in all over India in an International School Championship named 'TECHNOTHLON' organized by 'IIT GUWAHATI', which checks the intellect and tests the logical and puzzle-solving skills.
- Achieved top 1% in Grade 10 (99.28 percentile) and top 1.2% in Grades 11-12 (98.90 percentile) across Gujarat, India.
- **Sports:** During 2010-13, state level player and captain of various sports, including cricket, volleyball and basketball.
- **FORAM, Singing competition:** Winner of under 14 singing competition in August 2011 of Gujarat, India.