

# Kunj Vyas (MS in UX)

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Portfolio:



**Summary:** Experienced UX Designer with a proven track record of driving user-centric design decisions with the past experience of Data Engineering. Proficient in simplifying complex processes, collaborating cross-functionally, and delivering intuitive user experiences in agile environments.

## SKILLS SUMMARY

- **Design:** Prototyping, UX KPIs, UI/UX Design, UX Writing, Journey Maps, User Flows, Interaction Design, Product Design, Wire-frames, Personas, Information Architecture, Design Systems, Data Visualization, 'Design Strategy & Branding'
- **Research:** User Interviews, Usability Testing, Heuristic Evaluation, Customer-Journey Maps, Story-boarding, Competitive Analysis, Task Analysis & persona hypothesis, A/B Testing, Contextual Inquiries, Affinity Mapping, Cognitive Walk-through
- **Tools/Frameworks/Languages:** Figma, AdobeXD, HTML/CSS, Illustrator, Jira, Sketch, Front-end, Photoshop, InVision, Salesforce, Balsamiq, Webflow, Premiere Pro, Excel, Azure, AWS, Apache Spark, IntelliJ, Postman, Git, Python, SQL, Miro

## EXPERIENCE

- **FinLit** **Sunnyvale, CA, USA**  
Senior UI/UX Designer June 2024 - current
  - Direct the UX strategy and design for a Financial Literacy App across iOS and Android, ensuring a cohesive, user-centered experience through UX research, wireframing, prototyping, and final designs, while developing a logo and color scheme aligned with the project's branding strategy.
  - Oversee the design process, from creating comprehensive flow charts mapping the user interface to integrating personalized learning features like AI-driven content adaptation and gamification. Collaborate with cross-functional teams to deliver high-quality UX/UI outcomes and ensure consistency across platforms through design systems.
  - Manage task lists, set priorities, and coordinate with front-end, back-end, and product teams to ensure timely delivery of design milestones.
  - Mentor junior designers, present design updates to stakeholders, and ensure transparent collaboration within the team.
- **Arizona State University** **Mesa, USA**  
UX Designer August 2023 - June 2024
  - Spearheaded a grant-funded initiative under [Dr.Claire Lauer](#) within the \$45M Arizona Water Innovation Initiative to design and test a [Water Chatbot](#).
  - Conducted in-depth qualitative and quantitative research on Arizona's water challenges, including economic development impacts and declining water supplies, to inform chatbot development.
  - Developed and tested a custom artificial intelligence chatbot prototype for intuitive user interactions.
  - Collaborated with diverse stakeholders to gather insights and feedback, facilitating user testing sessions to ensure the chatbot's effectiveness in providing reliable information and continuous improvement on water resource management.
- **SummerDesign** **Remote, USA**  
UX Designer May 2023 - Dec 2023
  - Leveraging data-driven insights to inform user-centric design decisions, ultimately delivering intuitive and impactful user experiences resulting to increase productivity and reduce processing time by 90%.
  - Enhanced discoverability, personalized user experience and interface with sitemaps, graphics, and mockups for hotel and flight bookings on iOS and Android using Sketch, Figma and accomplished 4x way better performance.
  - Designed an Attendance Management System with a user-friendly dashboard showcasing 20 attendance-related metrics by integrating video stream analysis and notification functionalities to enhance UX for personalized and office-wide utilization.
  - Led direct communications with the clients to understand their needs and resolve any design or data validation issues.
- **Accenture Pvt. Ltd.** **Ahmedabad, India**  
UX Designer Dec 2019 - Nov 2021
  - By leveraging user research insights and user testing outcomes, the project based on e-commerce platform resulting in improved usability, conversions, and 3x way better user engagement and satisfaction.
  - Collaborated with UX teams for a new analytics **Dashboard Design** by doing **Data Analysis using Tableau and HP-OB**, improving **Data Visualization** for end users and increasing client engagement and decision-making efficiency by 30%.
  - Optimized user experience by streamlining checkout with fewer fields, auto-fill feature, and progress tracker; improved customer satisfaction scores by 25%, conversation rate by 15% and reduced checkout time by 30%.
  - Effectively communicated design solutions to the product manager, development team, testing team, and stakeholders using Figma, Adobe xd, Photoshop, Jira, **ReactJS, JavaScript, TypeScript, NodeJS**, Slack, and Zoom.

## EDUCATION

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- **Arizona State University** **Tempe, Arizona**  
Aug 2022 - May 2024  
Master of Science - Human Computer Interaction (GPA: 4)  
**Courses:** 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** **Ahmedabad, India**  
Aug 2016 - May 2020  
Bachelor of Technology - Information and Communication Technology

## PROJECTS

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- **AI Powered Spatial Banking:**
  - **Designed AI-Powered Spatial Banking Interface:** Created an immersive and user-friendly spatial banking experience using vision-OS, integrating AI for personalized financial insights and recommendations.
  - **Developed Customizable Snapshot Dashboard:** Designed a Netflix-inspired card UI layout to display key financial metrics, accounts, transactions, and goals, offering users a fully customizable interface.
  - **Integrated Open Banking and Automated Transfers:** Implemented account management features with Open Banking API support, allowing seamless data import from multiple banks and automated money transfers based on customizable thresholds.
- **Petpuja - A Payment Application:** Developed a streamlined payment app for more than 1000 active users that is easy to use, safe, secure, and intuitive for anyone to order fast food for either pickup, home delivery or in-store order with precise tracking of the order.
  - Collaborated with around 200 people, conducted field studies and interviews. Introduced low-fidelity and high-fidelity prototypes with iterated wire-frames which increased the usability from 36% to 81% in beta testing.
- **Afterglow - An Interior Design App:** Interviewed 5 users to recognize pain points, requirements, and designed the application of the interior products to improve the user journey across the app which is accessible to buyers.
  - Conducted heuristic evaluation, surveys, and user analysis to optimize the usability of the app.
  - Built a hi-fidelity working prototype along with user personas and user flow, which reduced 80% task failure.

## COURSES AND CERTIFICATIONS

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- **UX Design Specialization Certificate, Google — Coursera, 2022:** A hands-on program that covers the end-to-end design process spanning over six months.
  - Foundation Of UX Design.
  - Start The UXD Process: Empathize, Define and Ideate.
  - Build Wire-frames and Low-Fidelity Prototypes
  - Conduct UX Research and Test Early Concepts
  - Create High-Fidelity Designs and Prototypes in Figma
  - Responsive Web-Design in Adobe XD
  - Design a User Experience for Social Good and Prepare for Jobs
- **Social & Behavioral UX Research — IRB CITY Program, 2024:** A research that focuses on human behavior, attitudes, opinions, and social interactions, often using methods like surveys, interviews, focus groups, and observation.
- **AWS Certified Cloud Practitioner — AWS, 2023:** A course to oversee an organization's cloud computing architecture, including designing, deploying, and maintaining cloud-based solutions.
- **What is Data Science?, IBM — Coursera, 2020:** Defined data science and its importance in today's data-driven world.
- **Python for Data Science and AI, IBM — Coursera, 2020:** Applied Python programming logic Variables, Data Structures, Branching, Loops, Functions, Web-scraping, Objects & Classes and developing code in Jupyter Notebook.

## LEADERSHIP & MENTORSHIP

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- **International Conference on Big Data Analytics : Lead Student Volunteer** - On December 2019, Led student volunteers and ground staff for organization and technical assistance at Ahmedabad University. Interacted with jury and visitors on current papers and trends.
- **User Centered Design Course : Tutor** - During Aug 2016 to May 2017, I was the tutor for the course User Centered Designer(UCD) at Ahmedabad University where I taught and mentored students.
- **Hackerearth : Campus Ambassador** - In 2018, Actively nurturing programming culture on campus by conducting technical sessions on data structures and algorithms for competitive programming.
- **Music Club 'INFINITY' : Core initiator and Committee Member** - From 2016-present, Organized various events inside and outside of the Ahmedabad University. Interacted with jury and visitors on current papers and trends.
- **Technical Festival 'INGENIUM' : Head of Music Concerts** - From 2018-2020, Handled finances, stage and sound testing, communication with lessors at Ahmedabad University. Performed with the band 'INFINITY' for over 800 people and opened the shows for the Indian band 'The Local Train' and the comedian 'Kenny Sebastian'.

## 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 State, India.
- **Sports Under 14:** During 2010-13, state level player and captain of various sports, including cricket, volleyball and basketball.
- **FORAM - Singing competition of Gujarat State:** Winner of all Gujarat under 14 singing competition in August 2011.