KUNJ VYAS (MS in UX)

Milpitas, CA | (602) 849-5629 | kunjvyas26.github.io | kunjvyas26@gmail.com | linkedin.com/in/kunjvyas26

WORK EXPERIENCE

FinLit June 2024 - Present
Senior Product Designer Sunnyvale, CA
- Led UX/UI 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 Aug 2023 - June 2024
Product Designer and Researcher 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 May 2023 - Dec 2023
Product Designer 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 Dec 2019 - Nov 2021
Product Designer 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 Tempe, AZ, USA
Master of Science, Human Computer Interaction (GPA: 4) 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 Ahmedabad, India
Bachelor of Technology - Information and Communication Technology May 2020

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TECHNICAL SKILLS

Design: 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

Research: User Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, Task Analysis & persona hypothesis, A/B Testing, Contextual Inquiries, Affinity Mapping, Cognitive Walk-through, Journey Maps

Tools: Figma, Adobe Creative Suite (Photoshop and Illustrator), Jira, Miro, Sketch, InVision, Webflow, Salesforce, Balsamiq, Excel, Azure, AWS, Postman, Git, Zoom, Slack, Teams

Coding: HTML/CSS (Bootstrap v5.3), Nodejs, Reactjs, JavaScript, TypeScript, SQL, Python

COURSES AND CERTIFICATIONS

UX Design Specialization Certificate, Google   2024
- A **six-month hands-on program** covering the complete UX design process, foundational principles and methodologies.

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   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.

Python for Data Science and AI, IBM   2023
- Applied Python programming on datasets to better **understand and support data-driven design decisions and insights**.

LEADERSHIP AND MENTORSHIP

Music Club 'INFINITY', Core Initiator and Committee Member   2016-present
- Led the 'INFINITY' Music Club, **driving initiatives and fostering collaboration** among members.

International Conference on Big Data Analytics, Lead Student Volunteer   2024
- Led volunteers at Arizona State University, offering **support and insights on current trends** to the jury and visitors.

User Experience Design Course, Tutor   2022-23
- Served as a tutor for the User Experience Design course at Arizona State University, **teaching and mentoring students**.

Technical Festival 'INGENIUM', Head of Music Concerts   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**.

Hackerearth, Campus Ambassador   2018
- Fostered a **programming culture** on campus by conducting technical sessions for **competitive programming**.

ACHIEVEMENTS

- **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.