

# KUNJ VYAS (UI/UX Designer - MS in UX)

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## SUMMARY

UI/UX Designer & Developer with **5+ years** of experience creating **accessible (WCAG), data-driven, and Figma-based digital products**. Expert in transforming complex **business goals** into elegant, user-centered **design systems** that align with **brand standards**. Skilled in **privacy-first & cyber security UX patterns, usability testing, qualitative + quantitative UX analysis, and stakeholder-facing design communication**. Proven ability to collaborate across design, product, and engineering to deliver inclusive, high-impact experiences.

## WORK EXPERIENCE

### BigBattery, LLC

April 2025 - Present

#### UI/UX Designer

- Designed responsive UIs in Figma from scratch and developed in front-end coding for a **live B2C website, reducing bounce rate by 22%** and increasing mobile engagement.
- Led client-facing design reviews with internal and agency stakeholders to ensure alignment with **brand and accessibility standards (WCAG 2.2)**.
- Partnered with [1Digital Agency](#) to revamp site **SEO** structure, **increasing organic traffic by 35% within 3 months**.
- Streamlined UI workflows with **dev and marketing teams, accelerating design-to-launch cycles by 2x**, ensuring consistent, compliant user experience across devices.
- Built a scalable **Figma design system** improving team efficiency and visual consistency across platforms.

### FinLit

June 2024 - April 2025

#### UI/UX Designer

- As the **first hire of this San Francisco based startup**, Led end-to-end product design for a financial literacy app, **improving user retention by 25%** through gamification and personalization.
- Designed adaptive, agent-like interfaces integrating **AI prompts** and contextual automation to assist users in decision-making and task completion.
- Conducted **usability tests, A/B studies, and analytics reviews** - combining **qualitative insights with quantitative data** to guide iterations and achieve **90% stakeholder approval** on first review.
- Presented design concepts, **data-driven UX enhancements** and **interactive prototypes** to **executives and engineers**, advocating for user-centered solutions and WCAG accessibility.
- Applied **Design Thinking methodologies** to refine user flows and align designs with **business goals and user needs**.

### Arizona State University

Jan 2023 - June 2024

#### UX Designer (*w2 independent project*)

- Led a **\$45M Arizona Water Innovation Initiative** under [Dr. Claire Lauer](#) to design and test a [water management chatbot](#).
- Applied **human-centered behavioral research** methods to design a chatbot interface that **boosted engagement by 25%**.
- Experimented with **generative AI agents** to optimize design feedback and automate prototyping in Figma.
- Facilitated **stakeholder collaboration and user testing**, enhancing chatbot **accuracy and reliability by 28%**.

### Accenture - Strategy & Consulting

Dec 2019 - Nov 2021

#### UX Designer

- Designed **interactive dashboards and analytics tools** improving clarity and **data-driven decisions** for enterprise clients.
- Resolved **design and data issues** for 15+ clients, leading to adoption by 12+ CX team members.
- Enhanced **ecommerce usability** and **tripled user engagement** through **usability and heuristic evaluations**.
- Partnered with **cross-functional teams** to refine checkout UX, **improving conversions by 12%**.

## PROJECTS

### AI Powered Spatial Banking

| Figma, VisionOS SDK, HTML/CSS, Javascript, Jira, Maze, Hotjar, Adobe Suite

- Designed a hub unifying budgets, tasks, & users, **boosting efficiency by 40%** and **reducing budget misallocation by 30%**.
- Created intuitive **3D interfaces** for multi-bank imports and automated transfers, incorporating **secure data flows, network-aware authentication states, and privacy-first UX patterns**, reducing manual errors by 50%.

### PetPuja - A Streamlined Payment App

| Figma, Photoshop, Miro, Hotjar, Canva

- Developed an app for **1,000+ users** to simplify fast food orders with precise tracking for pickup, delivery, or in-store.
- Conducted **field studies and interviews with 200+ fast-food customers** to identify payment making pain points, **refining app usability from 36% to 81% in beta testing** by launching **safe, secure, streamlined payment gateway** and navigation.

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## EDUCATION

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### Arizona State University

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

### Ahmedabad University

Bachelor of Technology - Information and Communication Technology

## TECHNICAL SKILLS

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<b>Design</b>	Prototyping, UX KPIs, Multi-Agent UX, Human–AI Collaboration, Information Architecture, User Flows, Interaction Design, Product Design, Wire-frames, Personas, Design Systems, Data Visualization, Design Thinking, 'Design Strategy & Branding', Motion Design, 3D Animation, WCAG 2.2 (Accessibility compliance)
<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), CMS Tools, Sketch, InVision, Google Analytics, Hotjar, Webflow, WordPress, Jira, Miro, Git, Zoom, Slack, Teams
<b>Coding</b>	HTML/CSS (Bootstrap v5.3), Nodejs, Reactjs, JavaScript, TypeScript, Angular, SQL, Python

## COURSES AND CERTIFICATIONS

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### 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

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### 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.

## 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.