Kaavya Samu,
Product Designer

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Work Experience

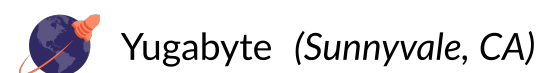May 2021 - Present

Product Designer

Nasdaq *(NYC)*

- Building state of the art software for high profile Boards and Leadership teams.
- Research, ideate, design, test, validate and measure solutions to meet client needs and business goals.
- Creates navigation structures and information designs, and constructs prototypes, storyboards and mockups to effectively communicate designs to product management and development.

June 2020 - August 2020

UX Design Intern

Yugabyte *(Sunnyvale, CA)*

- Designed wireframes and high-fidelity screens of the website including user success stories and product pages
- Redesigned and updated experience of the website
- Performed a competitive design and usability study of the Yugabyte website against comparable in-market offerings

June 2018 - September 2018

UX Design Intern

Kroger Digital *(Cincinnati, OH)*

- Collaborated on design sprints for the shopping list and coupon features of Kroger Co. Mobile apps
- Designed and created wireframes and prototypes throughout design sprints
- Led user research and interviews to test prototypes and identify opportunities based on users for implementation

Education

M.S Information (UX Design)
University of Michigan '21

B.A Psychology,
Informatics Minor
University of Washington '19

Skills

Design Skills
Interaction Design, Prototyping, Wireframing, Interface Design

UX Skills
User Research, Journey Maps, Storyboarding, Usability Testing, Personas

Design Tools
Sketch, Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma

Programming Skills
HTML, CSS, Python