

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

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

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

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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|----------|--|
| Design | 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) |
| 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), CMS Tools, Sketch, InVision, Google Analytics, Hotjar, Webflow, WordPress, Jira, Miro, Git, Zoom, Slack, Teams |
| Coding | 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

- **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.