

KUNJ VYAS

UI / UX / Visual Designer · MS Human-Computer Interaction
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SUMMARY

UI/UX and Visual Designer with 5+ years crafting pixel-perfect, production-ready interfaces across web and mobile. Deep expertise in visual design craft - typography, color theory, spatial composition, and visual hierarchy - combined with a systems thinker's eye for scalability and consistency. Skilled in Figma, Sketch, and Adobe Creative Suite, with hands-on front-end implementation (HTML/CSS) enabling seamless design-to-engineering handoff. Proven ability to translate complex user flows into simple, intuitive, and visually striking experiences. Equally fluent in micro-interactions, motion design, and WCAG 2.2 accessibility - committed to interfaces that feel effortless because every element has a purpose. **Adept at simplifying complex technical workflows into intuitive, accessible interfaces within enterprise product environments.**

WORK EXPERIENCE

BigBattery, LLC · [View](#) | UI / UX Designer

Apr 2025 – Present

- Designed pixel-perfect, production-ready responsive UIs in Figma - developed in HTML/CSS - reducing bounce rate by 22% and increasing mobile engagement through refined typography, spacing, and visual hierarchy.
- Built a scalable Figma design system emphasizing visual consistency, component precision, and brand alignment across all platforms; led WCAG 2.2 accessibility compliance reviews with internal and agency stakeholders.
- Partnered with 1Digital Agency on a full visual redesign of site SEO structure, increasing organic traffic by 35% within 3 months through clarity-first layout and simplified information architecture.
- Streamlined design-to-engineering handoff workflows, accelerating design-to-launch cycles by 2x and ensuring consistent, compliant visual execution across devices.

FinLit · [View](#) | UI / UX Visual Designer

Jun 2024 – Apr 2025

- As first design hire at this SF-based startup, owned end-to-end visual design for a financial literacy app - from concept through final polish - achieving 25% improvement in user retention through gamification and visually engaging personalization.
- Designed adaptive, intuitive interfaces integrating AI prompts and contextual automation; built a cohesive design language with strong color hierarchy, motion design, and micro-interactions to guide user decision-making.
- Created high-fidelity prototypes with refined visual craft - pixel-perfect layouts, deliberate white space, and consistent type scales - achieving 90% stakeholder approval on first review.
- Presented interactive prototypes and data-driven UX enhancements to executives and engineers, championing visual excellence and WCAG accessibility from concept to launch.

Arizona State University · [View](#) | UX / Visual Designer (W2 Project)

Jan 2023 – Jun 2024

- Applied generative AI to optimize design feedback loops and automate Figma prototyping, reducing iteration cycles and maintaining visual precision throughout.
- Led a \$45M Arizona Water Innovation Initiative under Dr. Claire Lauer - designed a chatbot interface using human-centered behavioral research, boosting engagement by 25% through simplified interaction flows and clarity-first visual design.
- Facilitated stakeholder collaboration and usability testing, enhancing chatbot accuracy and reliability by 28%.

Accenture - Strategy & Consulting | UX Designer

Dec 2019 – Nov 2021

- Designed interactive dashboards and analytics tools for enterprise clients, applying strong data visualization principles and visual hierarchy to improve clarity and drive data-informed decisions.
- Enhanced ecommerce usability through heuristic evaluations - tripled user engagement by simplifying visual flows and reducing cognitive load; improved checkout conversions by 12%.
- Resolved design and UX issues across 15+ clients, enabling adoption by 12+ CX team members through consistent, scalable design patterns.

PROJECTS

AI-Powered Spatial Banking · [View](#) | Figma · VisionOS SDK · HTML/CSS · JS · Adobe Suite

- Designed intuitive 3D interfaces for multi-bank imports and automated transfers - applying precision spatial composition, visual hierarchy, and privacy-first UX patterns - boosting efficiency by 40% and reducing budget misallocation by 30%.
- Created pixel-perfect high-fidelity prototypes with seamless micro-interactions and transitions for immersive visionOS environments; reduced manual errors by 50% through simplified, visually guided flows.

PetPuja - Streamlined Payment App · [View](#) | Figma · Photoshop · Miro · Hotjar · Canva

- Designed a production-ready payment app for 1,000+ users - led end-to-end visual design from wireframes to final polish, including typography, color, and layout system.
- Conducted field studies and interviews with 200+ fast-food customers; iterated on visual craft and interaction design to improve app usability from 36% to 81% in beta testing.

EDUCATION

Arizona State University

Tempe, AZ

MS, Human-Computer Interaction · GPA: 4.0

Ahmedabad University

Ahmedabad, India

BTech, Information and Communication Technology

TECHNICAL SKILLS

Visual Design Typography, Color Theory, Visual Hierarchy, Spatial Composition, Pixel-Perfect Production, Layout & Spacing Systems, Motion Design, Micro-Interactions & Transitions, 3D Animation, WCAG 2.2

Tools Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects), InVision, Webflow, Hotjar, Google Analytics, Miro, Jira, WordPress / CMS, Zoom, Slack

UX Methods Design Systems, Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping, Usability Testing, A/B Testing, Heuristic Evaluation, Journey Maps, Affinity Mapping, Design Thinking

Front-End HTML/CSS (Bootstrap v5.3), React, JavaScript, TypeScript, Angular, Node.js, SQL, Python

CERTIFICATIONS

- UX Design Specialization Certificate - Google (2024): Six-month hands-on program covering the complete design process, principles, and visual design methodologies.
- Social & Behavioral UX Research - IRB CITY Program (2024)
- AWS Certified Cloud Practitioner - Amazon Web Services (2023)
- Python for Data Science and AI - IBM (2023)

LEADERSHIP & ACHIEVEMENTS

- Lead Student Volunteer, International Conference on Big Data Analytics - Arizona State University (2024)
- UX Design Course Tutor - Arizona State University (2022–23): Taught and mentored students in visual and interaction design fundamentals.
- Core Initiator, Music Club 'INFINITY' (2016–present): Led initiatives and fostered collaboration among members.
- Ranked 41st nationally in TECHNOHLON (IIT Guwahati); top 1% in Gujarat board exams (99.28 / 98.90 percentile).