KAVYA PRADEEP

UX / UI & Product Designer

Portfolio: https://kavya07portfolio.fyi

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PROFESSIONAL SUMMARY

UX/UI and Product Designer with 5 years of experience in design and design research, including 4+ years across the full end-to-end UX/UI design process, from user research, usability testing, and competitive analysis through to wireframing, prototyping, and high-fidelity UI design. Translates user needs, research findings, and business requirements into clear, user-centered designs, working closely with developers and cross-functional teams to ensure technical feasibility. Strengths include interaction design, visual identity, and design systems. Integrates AI into the design workflow for research synthesis, ideation, and rapid prototyping, and continues to adapt to emerging tools and practices. Currently completing an M.Sc. in Design Management at Heriot-Watt University, Dubai.

CORE SKILLS

- **UX Research:** User Research, User Interviews, Usability Testing, Competitive Analysis, User Needs Analysis, Research Synthesis
- **UX / UI & Product Design:** User-Centered Design, Interaction Design, UI Design (High-Fidelity), Responsive Design, User Flows, Wireframing, Prototyping, Design Systems
- **Accessibility & Inclusive Design:** WCAG Color Contrast, Accessible Components, Culturally Inclusive Iconography and Vocabulary
- **Service & Design Strategy:** Service Design, Customer Journey Mapping, Service Blueprinting, Stakeholder Mapping, Co-design & Participatory Design, Design Strategy
- **Collaboration & Delivery:** Cross-functional Collaboration, Product Management Collaboration, Client Communication, Design-to-Development Handoffs, Design QA & Implementation Review, Project Coordination
- **Problem Solving & Communication:** Translating Business Requirements into Design, Presenting Design Rationale, Attention to Detail

TECHNICAL SKILLS

- **Design & Prototyping:** Figma, Framer (No-Code Web Build & Interactive Prototyping), Adobe Creative Suite (Photoshop, Illustrator), Procreate
- **AI & Emerging Tools:** Claude, Gemini, ChatGPT, Luma AI, Kittl, Meshy AI

WORK EXPERIENCE

Design Researcher & UI/UX Designer — The Marble Jar, India **Mar 2024 – May 2025**

- Owned end-to-end UX research strategy, including competitive analysis and usability testing, to shape design direction across client engagements spanning a design & development studio, a community platform for content creators, a marketing agency, and a production agency.
- Worked directly with the founder, who acted as product manager, to translate business requirements into user flows, wireframes, and responsive high-fidelity designs.
- Designed a custom, responsive ERP system for a co-working space & food hub and a café business, bringing day-to-day operations into a single platform adopted by 100+ staff and admins.
- Designed the responsive admin and employee-side platform for a car-washing company operating across 9 branches globally, giving management a unified view of productivity across branches; used daily by 500+ employees and admins.
- Led branding and visual identity for two clients, a creator community platform and a marketing agency, delivering brand identities used to launch their digital platforms.
- Oversaw implementation through design QA, reviewing developer builds against designs and resolving UI and interaction discrepancies to ensure accurate delivery.
- Managed client relationships directly, aligning design solutions with technical feasibility and business requirements across cross-functional teams of 7–10.

UX Designer — Kaigo IT Solutions, Netherlands (Remote) **Jul 2021 – Mar 2024**

- Conducted UX research, including user interviews, usability testing, and analysis, across client projects, using findings to drive design iterations and research-driven decisions.
- Designed a responsive shared equipment-booking platform for a federation of universities in the Netherlands, mapping user flows that enabled students and staff across institutions to browse, reserve, and manage access to 1,000+ pieces of lab equipment.
- Applied accessibility standards across projects, including WCAG color contrast checks and culturally inclusive iconography and vocabulary for diverse user groups.
- Created, documented, and maintained design systems with reusable, accessible components, ensuring consistency, scalability, and smoother handoffs to development teams.
- Collaborated with developers through implementation, providing specifications and reviewing builds to ensure designs were delivered as intended.
- Applied client brand guidelines across digital experiences to keep visuals cohesive.

Design Research Assistant — Apprenticeship **Mar 2020 – Jun 2021**

- Conducted research into design as a discipline, examining design theories, concepts, and historical and contemporary frameworks.
- Reviewed and synthesized academic literature, case studies, and critical texts to support design-led research, building the research and synthesis foundation later applied in UX practice.
- Organized and presented research findings through structured documentation and discussions.

ADDITIONAL EXPERIENCE

Freelance Assistant Stylist — Indian Terrain **Jul 2021 – Feb 2024**

Part-time, concurrent with Kaigo IT Solutions.

- Assisted in planning and executing e-commerce shoots, supporting styling preparation, on-set coordination, and shoot logistics, and supported visual consistency and brand standards across e-commerce imagery.

EDUCATION

M.Sc. Design Management — Heriot-Watt University, Dubai Sep 2025 – Present

B.Des (Bachelor of Design), Fashion Design — National Institute of Fashion Technology, Chennai, India Jul 2015 – Jul 2019

CERTIFICATIONS

PG Certificate, Visual Design and User Experience — Indian Institute of Technology, Hyderabad Feb 2024 – Jul 2024

UX Design Certification — DesignLab Sep 2022 – Mar 2024

Short Courses in Sustainable Fashion, Fashion Design & Marketing, and Cool Hunting — Central Saint Martins, University of the Arts London Jan 2020 – Mar 2020