

Kshitij Agrawal

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SUMMARY

UX designer with 3.5+ years of experience across design, software, and education. Skilled in using **generative AI** tools for design, video, and **front-end coding** workflows. Known for crafting accessible, data-informed interfaces and mentoring in collaborative environments.

EDUCATION

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| Arizona State University, Tempe, AZ <i>Master of Science in User Experience</i> | August 2023 – May 2025 (GPA: 4.00/4.00) |
| Manipal University Jaipur, Rajasthan, India <i>Bachelor of Technology in Computer Science</i> | July 2016 – July 2020 (GPA: 3.32/4.00) |

INDUSTRIAL EXPERIENCE

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| Arizona State University <i>UI/UX Designer</i> <ul style="list-style-type: none">Increased student engagement by 20% through redesign of 20+ WIL program pages using WCAG-aligned layouts in Figma.Improved content discoverability by 30% by overhauling Drupal site architecture and simplifying page navigation.Reduced bounce rates by 18% by implementing optimized UI components and clear user flows using HTML, CSS, and JS. | August 2024 – May 2025 Tempe, Arizona |
| Cre8tive Influence <i>Graphic Design Intern</i> <ul style="list-style-type: none">Designed 120+ digital assets for 15+ clients, leading to a 15% average increase in campaign engagement.Built reusable brand templates and component libraries, accelerating design production by 30% across recurring projects.Applied visual hierarchy principles to enhance content legibility, leading to a 25% boost in user retention across platforms. | April 2024 – August 2024 Scottsdale, Arizona |
| OPPO Mobiles <i>UI Designer</i> <ul style="list-style-type: none">Designed 12+ mobile UI themes published on the ColorOS Theme Store; top-performing theme exceeded 10K downloads.Maintained a consistent 4.7★ average rating by adhering to OPPO’s design guidelines and responding to user feedback. | May 2022 – August 2023 Remote |
| Capgemini <i>Software Developer</i> <ul style="list-style-type: none">Increased data workflow speed by 30% by refactoring data ingestion pipelines for ABN AMRO bank in agile sprints.Reduced sprint delays by 20% by optimizing backlog grooming and aligning JIRA tickets to user-centered feature goals. | October 2020 – May 2022 Pune, India |

PROJECTS

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| Screen Time Intervention App Modernization, 24 Hour Be Well Lab, ASU <ul style="list-style-type: none">Increased feature engagement by 35% by redesigning the dashboard using behavioral nudges and progressive disclosure.Received the ASU SUN Award for outstanding design development and leadership. | March 2025 – May 2025 |
| FlexiFly (Flight Booking App for flexible schedules) <ul style="list-style-type: none">Shortened booking flow by 40% through flexible date-range logic and optimized search result clustering.Built and iterated frontend components for the app using gen AI tools like Replit and Claude reducing development time by 35% | September 2023 – December 2023 |
| ASU Website Content Migration and Usability Review <ul style="list-style-type: none">Improved content clarity and navigation time by 30% through restructured IA and WCAG-compliant content blocks.Increased course participation by 25% following usability fixes in the “Student Research” course module. | October 2024 – November 2024 |
| SpendSage (Expense Management App) <ul style="list-style-type: none">Increased budgeting task completion by 40% via automated tracking UI and contextual nudges designed in Figma.Captured 95% positive usability feedback from 5 participants in moderated testing sessions. | September 2023 – December 2023 |

CERTIFICATIONS

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| <ul style="list-style-type: none">Google UX Design SpecializationAZ 900: Microsoft Azure Fundamentals | May 2025 Dec 2020 |
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LEADERSHIP EXPERIENCE

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| Design Mentor, Explore Mini Internship Program, Arizona State University <ul style="list-style-type: none">Mentored an intern and delivered 3+ branded design assets for university campaigns, increasing project delivery speed by 20%. | February 2025 – May 2025 |
| Head of Graphic Design, E-Cell, Manipal University Jaipur <ul style="list-style-type: none">Led a team of 11 to design branding and event visuals, boosting student engagement in entrepreneurship by 30%. | July 2019 – July 2020 |

SKILLS

Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, XD), Sketch, Balsamiq, Axure RP, Framer, Webflow, Miro, HTML 5, CSS 3, Power BI, Google Analytics, Hotjar, Tableau, JIRA, React, Angular, Keynote, Jira, R, Python, Zeplin, Invision.

Design & Research: Generative AI, Qualitative Research, Quantitative Research, Persona, Lean UX, Lean startup, Interview Design, Wireframing, Prototyping, Data Analysis, UI/UX Design, User Stories, User Research, Information Architecture, Interaction Design, Usability Testing, A/B Testing, Product Development, Accessibility Design, User Journey, Customer Journey, Sketching, Whiteboarding.