

Kshitij Agrawal

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EDUCATION

Arizona State University, Tempe, AZ

Master of Science in User Experience

August 2023 – May 2025

(GPA: 4.00/4.00)

Manipal University Jaipur, Rajasthan, India

Bachelor of Technology in Computer Science

July 2016 – July 2020

(GPA: 3.32/4.00)

INDUSTRIAL EXPERIENCE

University College, Arizona State University

UI/UX Designer

August 2024 – May 2025

- Produced web interfaces in Figma, to optimize user flow and usability for **20+** Work-Integrated Learning program pages.
- Boosted engagement in Work-integrated learning programs by **20%** through accessible, **responsive design** aligned with **WCAG** standards.
- Leveraged **UX design tools** to construct cohesive content that supports student growth by bridging academic theory with real-world practice.
- Constructed and maintained web pages using **HTML, CSS, and JavaScript**, ensuring responsive design and accessibility according to WCAG.
- Revamped content on **Drupal**, streamlining website navigation and driving a **30% rise in time spent per session**.

Cre8tive Influence

Graphic Design Intern

April 2024 – August 2024

- Led design sprints for **15+** client websites, incorporating **A/B testing** and feedback loops to iterate on UI designs.
- Increased social media campaign engagement by **15%** through consistent brand visuals and mobile-optimized layouts.
- Applied **visual hierarchy** principles to enhance content legibility, contributed to a **25% boost** in user retention across platforms.

OPPO Mobiles Pvt. Ltd.

UI Designer

May 2022 – August 2023

- Created mobile UI themes using Photoshop and Illustrator; most-downloaded design reached **10K+ downloads**.
- Designed for Android adhering to ColorOS guidelines, balancing **aesthetic appeal with clear navigation**.

Capgemini India Pvt. Ltd., Pune, India

Software Developer

October 2020 – May 2022

- Collaborated in **Agile** sprints to improve ABN AMRO bank's Domain Data Store usability, increasing data workflow efficiency by **30%**.
- Facilitated backlog grooming and **sprint** planning using **JIRA**, ensuring features aligned with user needs.
- Applied **product-thinking** approach to backend systems, laying groundwork for scalable, user-centered services.

PROJECTS

[Screen Time Intervention App Modernization, 24 Hour Be Well Lab, ASU](#)

March 2025 – May 2025

- Received the [ASU SUN Award](#) for **outstanding design development and leadership** in modernizing a legacy health-focused application.
- Led the design team** to reduce user confusion by **40%** through simplified **iconography** and **layout structure** validated via user feedback.
- Ran **heuristic evaluation** and **usability testing** sessions to identify friction points in the existing UI.
- Created **dashboard** and goal-setting features using behavioral nudges, improving comprehension of physical activity metrics.

FlexiFly (Flight Booking App for flexible schedules)

September 2023 – December 2023

- Ideated an app optimizing round-trip flight searches within flexible date ranges, reducing average booking time by **40%**.
- Conducted user research with international students, uncovering pain points in existing flight booking systems.
- Designed **high-fidelity prototypes** and validated usability through **iterative testing**.

[ASU Website Content Migration and Usability Review](#)

October 2024 – November 2024

- Reviewed and improved the "Student Research" course, increasing **accessibility** and **user engagement by 25%**.
- Streamlined content migration** for the ASU Research Academy site, **enhancing navigation efficiency by 30%**.

SpendSage (Expense Management App)

September 2023 – December 2023

- Conducted **user research** with **5+** participants to identify financial management challenges.
- Built automated tracking, real-time insights, and personalized recommendations using **Figma**.

CERTIFICATIONS

- [Google UX Design Specialization](#)
- [AZ 900: Microsoft Azure Fundamentals](#)

May 2025

Dec 2020

LEADERSHIP EXPERIENCE

Design Mentor, Explore Mini Internship Program, Arizona State University

February 2025 – May 2025

- Mentored a design intern while delivering visuals and content for ASU education programs in a collaborative, feedback-driven workflow.

Head of Graphic Design, E-Cell, Manipal University Jaipur

July 2019 – July 2020

- Led a team of **11** to design branding and event visuals, boosting student engagement in entrepreneurship by **30%**.

SKILLS

Design: UX/UI Design, Visual Design, Interaction Design, Responsive Design, Accessibility (WCAG), Design Systems

Research: User Interviews, Usability Testing, Personas, Journey Mapping, Prototyping, Wireframing, Competitive Analysis

Tools & Tech: Figma, Adobe CC (XD, Illustrator, Photoshop), Miro, Balsamiq, HTML/CSS, JavaScript, Drupal, SFMC, Python, SaaS, Generative AI

Other: Design Thinking, Agile, Problem-Solving, Collaboration, Attention to Detail, UX Writing & Communication