

# KAVYA RAJ

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## SUMMARY

- Strategic Design & Management graduate student with 5+ years of professional experience across UX research, strategy, branding, and marketing, working with healthcare, insurance, and consumer-focused organizations across diverse business contexts.
- Experienced in synthesizing qualitative research, consumer behavior insights, and market data into clear frameworks, narratives, and visual outputs that inform design decisions, brand direction, and strategic planning.
- Skilled in conducting ethnographic and generative research, journey mapping, and systems analysis to identify user needs, uncover opportunity areas, and support experience-driven problem solving.
- Adept at translating complex and ambiguous inputs into structured, actionable deliverables, including research summaries, content strategies, campaign assets, dashboards, and stakeholder-ready presentations.
- Proven ability to collaborate across cross-functional teams, supporting initiatives across branding, marketing strategy, business operations, and project execution with a balance of analytical rigor and creative thinking.
- Strong foundation in design thinking, data storytelling, and strategic communication, with an interest in building thoughtful, research-led experiences that connect user needs with organizational goals.

## SKILLS

**Strategy & Research:** UX Research, Ethnographic & Generative Research, Consumer Behavior, Service Design, Journey Mapping, Market Research, Data Storytelling

**Branding & Marketing:** Brand Strategy, Content Strategy, Influencer Marketing, Social Media Campaigns, Paid Media Strategy, Community Building

**Product & Project:** Project Planning, Cross-functional Collaboration, Stakeholder Management, Process Optimization

**Technical:** Excel, Figma, Adobe Creative Cloud, HubSpot CRM, Google Analytics, Microsoft Office,

**Technical Familiarity:** Python, JAVA Script, HTML/CSS, Google Colab, Github

## PROFESSIONAL EXPERIENCE

**STUDENT ASSISTANT – IT CLIENT SERVICES** | The New School, New York, NY

**Dec 2024 – Present**

- Provide technical support to students and faculty to ensure seamless learning experiences.
- Troubleshoot software and system issues, improving user satisfaction.
- Coordinate with cross-functional IT teams to resolve complex issues efficiently.

**GRADUATE INTERN – MARKET RESEARCH** | Find Me, New York, US

**Jun 2025 - Aug 2025**

- Conducted market research and competitor analysis to identify content trends, user engagement strategies, and growth opportunities within the personal branding and portfolio platform space.
- Planned and developed digital marketing strategies across Instagram, LinkedIn, and Twitter (X) to build brand awareness and grow pre-launch audience engagement for an early-stage tech startup.
- Collaborated with the marketing team to create targeted content calendars, ensuring consistent brand messaging across multiple digital touch-points.
- Spearheaded content creation for Find Me's pre-launch social media campaigns, developing posts, carousels, and reels that increased Instagram engagement.
- Worked cross-functionally with content designers and product team to align digital marketing efforts with product positioning and feature rollouts.

**DEPUTY MANAGER – BUSINESS & SALES STRATEGY** | Axis Max Life Insurance, Gurgaon, India **Nov 2023 – May 2024**

- Led monthly seller incentivization campaigns, increasing national participation from ~2.2K to 4.5K sellers.
- Translated complex datasets into strategic insights, reducing decision-making time from hours to minutes.
- Introduced and designed Excel dashboards and data visualizations for cross-functional teams, to enhance productive flow of information.
- Created funnel guidelines and strategic frameworks to improve on-field productivity.

**ASSOCIATE – CREATIVE STRATEGY** | Vetic, Gurgaon, India

**Jun 2022 – Nov 2023**

- Managed end-to-end influencer marketing campaigns, increasing engagement by 35%.
- Strategized and designed marketing webpages for different services, to bring organized traffic from digital marketing web initiatives.
- Developed in-person community events across multiple markets, improving brand awareness by 27%.
- Built strategic brand partnerships to expand market reach and visibility.
- Planned content direction and actionable steps for paid media strategy, supporting product and service marketing.
- Designed marketing assets and campaign graphics to strengthen brand identity.
- Managed project handovers from concept to delivery, ensuring development and execution quality.

**DESIGNER – DIGITAL & TEXTILE** | Tulio, Gurgaon, India

**Sep 2020 – Aug 2021**

- Designed bespoke marketing graphics, enhancing client engagement and brand identity.
- Managed project transitions, ensuring seamless execution from concept to delivery.
- Consulted clients on branding strategies, contributing to long-term client satisfaction.

## EDUCATION

**MS, STRATEGIC DESIGN & MANAGEMENT** | The New School, New York, NY

**Aug 2024 – May 2026**

Relevant Coursework: Business Strategy, Systems Thinking, Innovation Management, Design Thinking, Data Visualization, Consumer Behavior

**BACHELOR OF DESIGN** | National Institute of Fashion Technology, Kolkata, India

**Aug 2016 – Jul 2020**