



KAVYA RAJ

USER EXPERIENCE & SERVICE DESIGNER

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PORTFOLIO/WEBSITE

www.kavyaraj.com

EDUCATION

- Parsons School Of Design – NY, US
MS, Strategic Design & Management,
2026

- Parsons Merit Scholarship recipient, recognized for academic excellence and design Leadership. GPA: 3.9
- Thesis: Fraud resilience for young adults — mixed-methods research (40+ participants, 3 rounds) informing a behavioral-insight-driven app prototype and neobank/university partnership models.

- National Institute of Fashion
Technology (NIFT) – Kolkata, IND
Bachelor of Design, 2020

- CGPA: 7.0

CORE SKILLS

AI Integrated Design
Design Thinking
Usability Testing
Service Blueprinting
UX Research
Ethnographic Research
User Interviews
Journey Mapping
Information Architecture
Data Storytelling
Stakeholder Management
Product Strategy
Emotional Experience Mapping

PRIMARY TOOLS

Figma/ FigJam
Adobe Creative-Suite
Jira
Miro/ Mural/ Notion
Microsoft Office
HubSpot CRM
Google Analytics
Python
JavaScript
HTML/CSS
AI Assisted Coding/Design

PROJECTS (2024 – 2026)

EEZ

Service Design, Product Strategy & GTM | Jan 2026 - May 2026

- Designed a 3 part SaaS concept for Financial Institutions – a behavioral “Leakability” risk assessment, an AI powered real-time Fraud Detector, and a structured “SOS” recovery flow
- Ran 5 rounds of testing and iteration to validate a multi-layer intervention model spanning risk assessment, real time nudging, and post incident support.
- Conducted 40+ interviews with fraud victims and 30+ Subject Matter Expert advisory interviews to map the gap between fraud detection systems and the moment users are manipulated into authorizing fraud themselves.

Bird

Ethnographic Research, Product Strategy & Service Design | Jan 2025 - May 2025

- Led ethnographic field research across 2 NYC locations (Flushing and Grand Central) through on-site observations and rider/pedestrian interviews to uncover root causes of e-bike parking non-compliance.
- Synthesized field research into 3 intervention areas: Built environment, Nudges/Incentives, and Digital Layer Translation -bridging physical infrastructure with app-based behavior change.
- Designed and prototyped gamified engagement features, including bike "avatars," emotional feedback, and a parking scoreboard; alongside high-fidelity wireframes for destination navigation and AI-based parking validation, translating research insights into a testable digital solution in Figma.

GatherWell

UX Research and Product Design | Dec 2024

- Conducted user interviews with 6 participants across the U.S., Canada, and Colombia spanning students, caregivers, and elderly individuals to surface emotional needs like feeling "heard," "capable," and "of use."
- Applied a structured Who-What-How framework to synthesize research on social isolation, identifying target users, root causes, and potential intervention points.
- Designed product concept and wireframes for GatherWell, translating research insights into a platform architecture spanning social gatherings, clubs, volunteering, and buddy-matching features.

EMPLOYMENT HISTORY

Find Me – New York, US

MARKET RESEARCHER | Jun 2025 – Aug 2025

- Conducted competitive and user research through 10+ interviews to uncover gaps in personal branding platforms, informing early-stage product positioning and strategic direction.
- Synthesized research findings using PESTLE framework on Miro; translating opportunity areas and user insights to guide product intervention and content strategy.
- Partnered cross-functionally with Content Designers and Product team to align digital marketing efforts with product positioning and feature rollouts.
- Contributed to early audience-building strategy by converting research insights into UX digital touchpoints.

Axis Max Life Insurance – Gurgaon, India

BUSINESS ENABLEMENT – DEPUTY MANAGER | Nov 2023 – May 2024

- Led nation-wide seller Incentivization Campaign Strategy, directly improving seller participation from approximately 2.2K to 4.5K, monthly.
- Drove a 12.1% QOQ conversion increase across all regions through data-driven analysis; translated insights into presentation for Executive Directors.
- Developed corporate strategy (Direct Sales, New-Market): Performance Dashboards, Reporting Frameworks and Key Success Factor Definitions.
- Built Seller Lifecycle and Funnel Optimization Frameworks that increased consumer engagement, retention, and overall seller performance across 2k+ active sellers.

Vetic (PetPai Technologies Pvt. Ltd.) – Gurgaon, India

FOUNDING DESIGNER | Jun 2022 – Nov 2023

- Developed 0→1 GTM strategies for 16 new hospital launches, employing Service Blueprinting methodologies to enhance end-to-end UX journey and New-Market Acquisition.
- Developed a UI component library for maintaining intuitive consistency across the Vetic app. Collaborated with Engineering and Operations team for new app feature launch to resolve reoccurring conflict in appointment booking systems.
- Conducted 45+ cross department (Product, Business Development, Operations) user interviews and contextual inquiries to facilitate improved service initiatives.

EXTRACURRICULAR

Frictions – Creative Work in the age of AI (2026): Designed a tool in the form of a plugin that exposes what AI platforms do with your data after you sign up — and after you try to leave.

Wix Design Challenge (Top 4 team, 2025): Led Brand Strategy and Business Model development for an e-commerce business + Design hackathon.

- Analyzed 200K+ consumer data in collaboration with Data Science Team to identify trends and behavioral patterns to define actionable UX improvements.
- Implemented training modules for Operations & Business Development team for executing smooth UX journey by defining Key Success Factors for each interaction.
- Managed a team of two junior designers, overseeing project execution, maintaining quality standards, and supporting professional development.

Tulio – Gurgaon, India

ASSOCIATE DESIGNER | Sep 2020 – Aug 2021

- Partnered with clients to shape product deliverables, aligning service touchpoints with long-term business goals and improving client satisfaction and retention.
- Facilitated smooth service transitions from concept through delivery, coordinating across stakeholders to maintain continuity and quality at each stage.

ADDITIONAL EMPLOYMENT

The New School – New York, US

INFORMATION TECHNOLOGY ASSISTANT | Dec 2024 – May 2026

- Supported students and faculty by resolving technical usability issues across academic platforms. Provided real-time troubleshooting, improving user satisfaction and service efficiency.

Multiple Brands – India

FREELANCE DESIGNER | Jan 2018 – July 2024

- Market Study, Experience Design and Brand Graphics Design for multiple consumers facing new and emerging brands