KAVNI SHAH

832-466-6782 | U.S. Citizen | kavnishah@gmail.com | [Portfolio](#)

EDUCATION

Purdue University   West Lafayette, IN
BS in UX Design & Marketing   *May 2026 (Expected)*
- **GPA:** 3.9/4.0 | **Minor:** Art and Design, Design and Innovation
- **Clubs:** Purdue UX Design Club, Purdue Raas, Women in Tech
- **Coursework:** UX Design Studio, Intro to Digital Imaging, Computational Organization, Digital Marketing, Data Visualization

SKILLS

Tools: Figma, Miro, Sketch, ProCreate, Google Workspace, Microsoft Office | Adobe Photoshop, Illustrator, Premiere Pro & After Effects
Programming Languages: Python, HTML/CSS, JavaScript, p5.js
Languages: *Native:* English, Hindi, Gujarati | *Intermediate:* Spanish

EXPERIENCE/LEADERSHIP

The Institute of Product Leadership   May. 2024 – Aug. 2024
UI/UX Intern   *Remote*
- Applied innovative solutions for **product design, visuals, and user experience** to meet the needs of web dev projects.
- Created wireframes, storyboards, process flows, site maps, and other documents for specific webpages using **Figma and Miro**.
- Redesigned core screens on the **company website** to improve user experience and **conform with modern design standards**.
- Analyzed user feedback and determined design requirements, leading to a **50% increase** in site click rates.

Purdue Raas   Apr. 2024 – Present
Media Officer   *West Lafayette, IN*
- Designed **3-4 different forms** of social media content per week, including **graphics, videos, and animations** custom fit to the goals of each campaign and season.
- Used **Canva and Adobe Illustrator** to create themed designs for team promotional materials for **~2,000 followers**.
- Edited and produced promotional videos and vlogs using **Adobe Premiere Pro and CapCut**, increasing engagement by **~30%**.
- Fashioned sponsorship material designs for duffle bags, t-shirts, and banners using **ProCreate and Adobe Illustrator**.

Varsity Tutors   May 2024 – Present
Design, Math & Photography Tutor   *Remote*
- Taught group lessons on utilizing **Adobe Illustrator** to recreate their pictures digitally using low-poly techniques.
- Held 1:1 sessions to teach students **basic photography skills** and how to use **Adobe Lightroom** to edit their photos.
- Assisted students with basic photography techniques to capture **high-quality photos** without professional equipment.
- Instructed middle school students with **geometric and algebraic** concepts using **custom worksheets and timely quizzes.**

PROJECTS/RESEARCH

Ford Labs UX Design | *Figma, Miro*   Jan. 2024 – Jun. 2024
- Collaborated with a team of 5+ to **design a new internal celebration tool** used at Ford Labs by the product team.
- Prototyped **high-fidelity mockups and wireframes** using **Figma and Miro** to create several user-friendly interface samples.
- Conducted usability testing for each sample by interviewing **over 20 employees** from Ford Labs.
- Worked with developers and managers at Ford Labs to ensure that **UX design standards** were met in the deliverables.
- Presented final design concepts to the **Ford Labs executive team** and received positive feedback for future implementations.

Bargain Bites | *Figma, FigJam, Canva*   Apr. 2024
- Spearheaded brainstorming to **identify and refine the core design** features of the application before building wireframes.
- Developed **mid-fidelity Figma** mockups for application screens on iOS devices, creating **several feature pages**.
- Created **comprehensive journey maps** for user navigation and interaction, detailing user interactions including **QR-scanning functionality** and advanced features.
- Built a **fully-developed pitch** deck for the application, including a detailed overview of **the application and its effectiveness**.

AWARDS/CERTIFICATIONS

Design For Good   Nov 2024- 12 Hr
JP Morgan Chase Hackathon- First Place   *Columbus, OH*
- Collaborated with a team of 6 to **design a new internal tool to AI Generate lesson plans** used by schools in Uganda.
- Prototyped **high-fidelity responsive wireframes** with a **physical toggle** to create human, data drives lesson plans.
- Conducted secondary research diving into Uganda curriculum, teacher personas, solar power devices, primary student resources, and problems.
- Worked with illustrators, graphic designers, and product designers and taught them **UX design standards** for wireframing and prototyping .
- Presented final design concepts to the **Opportunity International exec team** and received positive feedback for future implementations.