

KAVNI SHAH

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EDUCATION

Purdue University

West Lafayette, IN

BS in UX Design

May 2026

- **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, Cursor, V0 | Adobe Creative Cloud

Programming Languages: Python, HTML/CSS, JavaScript, p5.js

Languages: *Native:* English, Hindi, Gujarati | *Intermediate:* Spanish

EXPERIENCE/LEADERSHIP

Adobe Inc.

May. 2025 – Aug. 2025

Experience Design Intern

Austin, TX

- Designed an **AI-assisted onboarding agent** for Edge Delivery Services (EDS) within Adobe Experience Manager (AEM).
- **Reduced estimated setup time by ~80%** by creating an intuitive and streamlined user journey for non-technical users.
- Analyzed **10+ onboarding flows** and identified **6 key friction points**, driving design improvements to enhance site migration.
- To inform product strategy for EDS, I conducted a **competitor analysis with 5+ AEM competitors** and synthesized findings into a benchmark report.
- Delivered a comprehensive research report and presentation adopted by product leadership to guide future onboarding.

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 2023 – 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.

Mira | Figma, FigJam, Canva, Illustrator

Apr. 2025

- **Conducted 6 user interviews and analyzed 34 survey responses** to uncover pain points in outfit planning, leading to a user-focused design strategy.
- Analyzed 5 wardrobe apps and researched AI/ML, shaping the **feature set with 6 unique differentiators**, hoping to reduce outfit planning time by **~20 minutes**.
- Prototyped an app with **personal closet inventory, an outfit calendar, and weather-based suggestions** for easier planning
- Built an **Arduino prototype** with LED, temperature sensors, and mirror projection, enabling **real-time feedback for users**.

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-driven lesson plans.
- Conducted **secondary research** on Uganda curriculum, teacher personas, student resources, and solar-powered devices
- Worked with illustrators, graphic designers, and product designers, and **taught them UX design standards** for prototyping.
- Presented final designs to the **Opportunity International team** and received positive feedback for future implementations.