

KAVNI SHAH

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EDUCATION

Purdue University

BS in UX Design

West Lafayette, IN

Aug. 2023 - May 2026

- **GPA:** 3.9/4.0 | **Minor:** Art and Design, Design and Innovation | **Certificate:** Entrepreneurship
- **Clubs:** Purdue UX Design Club, Purdue Raas, Women in Tech
- **Coursework:** UX Design Studio, Intro to Digital Imaging, Marketing and Management for new ventures, Arduino and Hardware, Data Visualization

SKILLS

Usability Testing, User Interviews, Wireframing, Interaction Design, Hardware Prototyping, Sketching, Information Architecture, User Experience and UI

Tools: Figma, Miro, Sketch, ProCreate, Microsoft Office, Cursor, Claude | Adobe Creative Cloud

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

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

EXPERIENCE/LEADERSHIP

Adobe Inc.

Product Design Intern

May. 2025 – Aug. 2025

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.
- 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

Media Officer

Apr. 2024 – Present

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 duffel bags, t-shirts, and banners using ProCreate and Adobe Illustrator.

Varsity Tutors

Design, Math & Photography Tutor

May 2023 – Present

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

Dolby- University Sponsored Project | Figma, Claude, Literature Review, User Testing, Design Strategy

Aug. 2025 – Dec. 2025

- Identified UX and accessibility gaps in hearing calibration by analyzing 12 audio health and hearing test products.
- Simplified complex calibration flows by designing 40+ hi-fidelity wireframes informed by 17 user and SME interviews.
- Evaluated hearing test methods by vibe-coding interaction tests in Claude to measure error and success rates.
- Validated design decisions by ongoing usability testing on the final prototype to refine user flows and interaction details.

Ford Labs- University Sponsored Project | Figma, User Interviews, Competitor Analysis

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.

AWARDS/CERTIFICATIONS

Design For Good

JP Morgan Chase Hackathon- First Place

Nov 2024

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 Ugandan 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.