

Kinjal Gawaskar

SENIOR PRODUCT & UX DESIGNER

Visual & UX Designer specializing in FinTech Products, Digital Banking & Insurance, Payments & Regulated B2B + B2C Experiences

8+ Years Product & UX Design

30+ Enterprise & Client Platforms Shipped

277% ROI Growth Delivered

WCAG-Compliant, Accessible Design

CONTACT

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CORE SKILLS

Design Practice

End-to-End Product Design
Interaction Design Information Architecture
Design Systems Service Design Storytelling

Research & Data

Usability Testing Interviews & A/B Testing
Persona & Journey Mapping
UX Metrics & KPI Definition
Data-Driven Design

Prototyping

Wireframing Rapid Prototyping
Click-Through Prototypes Design Tokens

AI & Emerging Tech

AI-Powered Conversational Design
AI Prompting Responsible AI

Accessibility

WCAG / ADA Section 508

Industries

FinTech Digital Banking Insurance
Enterprise IT E-Commerce EdTech

TOOLS

Figma FigJam Adobe CC Sketch
Axure Framer Miro Mural Jira
Confluence Tableau Power BI
Google Analytics IBM Watson Assistant
Dialogflow Voiceflow Webflow
WordPress

METHODOLOGIES

Design Thinking Lean UX Agile / Scrum
JTBD Design Sprints & Workshops
Heuristic Eval Service Blueprinting
Privacy-by-Design

EDUCATION

MPS, Communication Design (UI/UX)
Parsons School of Design, The New School — 2022–2023

B.Des, Communication Design
NIFT India — 2015–2019

B.A. Psychology
University of Mumbai — 2019–2027 (Expected)

CERTIFICATIONS

Google AI Essentials Certification
Credential ID: IOUMTIKFJ3CF
Completed five courses covering AI prompting, responsible AI, productivity with generative AI, AI fundamentals (including machine learning and large language models), and emerging AI trends to effectively apply AI tools in real-world and professional workflows.

Google UX Design Certification
Google Digital Marketing Certification, 2021

PUBLISHED & ACCLAIMED WORK

Karo: An Intuitive Volunteering & Altruism App Framework 102 — Printed Matter, Inc.

VOLUNTEER

Dog Rescuer & Co-founder
Bahrain Stray Animal Welfare — 2021–Present

SUMMARY

Product Designer and UX Strategist with 8+ years of experience leading end-to-end digital product design initiatives across fintech, banking, insurance, and enterprise platforms. Specialized in translating complex workflows into intuitive, user-centered experiences across web, mobile, and native applications. Experienced in interaction design, journey mapping, information architecture, wireframing, prototyping, and scalable design systems. Proven ability to collaborate with cross-functional teams including product managers, engineers, researchers, legal, and executive stakeholders to deliver accessible, high-impact solutions aligned with business goals and product deadlines. Passionate about creating data-informed, user-driven experiences through research, iterative design, and storytelling.

'I believe good design is simple. But truly great design lets users achieve their goals with the fewest clicks, tailored to their needs and the environment the product lives in.'

KEY ACHIEVEMENTS

- Led end-to-end UX/UI initiatives for regulated B2B and B2C insurance and financial products, spanning digital onboarding, policy management, claims, and payment journeys.
- Contributed to and evolved enterprise design systems across Treasury Services, Digital Payments, and insurance platforms, ensuring consistency and scalability across 3+ platform teams.
- Achieved 277% ROI growth for client platforms through improved UX, digital content optimization, and product strategy.
- Designed AI-powered conversational experiences and chatbot interactions to enhance digital banking and insurance experiences.

EXPERIENCE

Product + UX Designer — iCreditWorks (via Compunnel Software Group)

October 2025 – April 2026

- Designed end-to-end user experiences for B2B and B2C insurance and financial products across responsive web, mobile, and native applications, leading UX/UI initiatives focused on accessibility, compliance, digital onboarding, policy management, claims experiences, and payment journeys.
- Collaborated with multidisciplinary teams including product managers, engineers, researchers, and business stakeholders to create scalable, user-centered experiences aligned with product roadmaps and delivery timelines.
- Built and maintained scalable design system components in Figma to ensure consistency across customer and advisor platforms.
- Developed user flows, wireframes, prototypes, and interaction models to communicate complex workflows and improve usability through iterative feedback and research insights.
- Designed AI-powered conversational experiences and chatbot interactions to enhance digital banking and insurance experiences across web and mobile ecosystems.

UX Designer & Research — Bank of New York (via Virtusa Corporation)

November 2023 – August 2025 | New York City

- Led UX design initiatives for Treasury Services and Digital Payments platforms, delivering intuitive dashboards, APIs, and enterprise tools for global financial clients.
- Identified and defined complex UX challenges and developed innovative, scalable design solutions aligned with user and business needs.
- Contributed to and evolved the internal design system, ensuring consistency, scalability, and cross-product alignment.
- Applied UX frameworks, patterns, and systems thinking to optimize workflows across financial platforms, and defined/tracked UX success metrics (KPIs) to evaluate product impact.
- Created data visualizations and dashboards to simplify complex financial data, and communicated design rationale, strategy, and trade-offs through presentations and stakeholder reviews.

Digital Experience Designer — Nasha Austin

July 2023 – November 2023 | Austin, TX

- Designed and optimized website information architecture, navigation systems, and content hierarchy.
- Produced UX copy and digital content for website pages, reservation flows, and promotional campaigns.
- Implemented SEO best practices and on-page optimization to improve discoverability and user engagement.
- Conducted usability reviews to improve clarity and accessibility across digital touchpoints.

UX Designer — Cloudme Digital Agency

March 2021 – July 2022 | Manama, Bahrain

- Led design and digital strategy for 30+ client websites and digital platforms.
- Created SEO-optimized website content and UX copy, improving discoverability and comprehension.
- Developed sitemaps, taxonomy structures, and navigation systems for WordPress and Shopify platforms.
- Built design systems and reusable UI components supporting scalable web design, achieving 277% ROI growth through improved UX and product strategy.

Brand & UX Designer — Devji Aurum

August 2019 – March 2021 | Manama, Bahrain

- Produced digital and marketing content including website copy, product descriptions, blogs, and campaigns aligned with brand voice and tone.
- Conducted user research and trend analysis to support content and design strategy.

Early Career

Graphic Design Intern, DDB Mudra Group (2019) · Communication Design Intern, MullenLowe MENA (2018) · Graphic Design Volunteer, TEDx Chennai (2017–2018)

SELECTED PROJECTS

Karo — Acclaimed altruistic volunteering app based in NYC. Led human-centered UI/UX design and generative research to shape onboarding and volunteer-matching flows. [Portfolio](#)

Amazon Explore — Concept for a new discovery feature within Amazon Prime Video. Drove experience/UX design and user research from concept through prototype. [Portfolio](#)

EduNexus — Full experience revamp of a virtual tutoring platform, including UX design and user research to improve student engagement and content discovery. [Portfolio](#)

Bahrain Jewelry Center — End-to-end website revamp, combining experience design and UX research to modernize the client's digital storefront. [Portfolio](#)

Bahrain Lubricants — Website design and development, pairing experience design with WordPress development for a full brand refresh. [Portfolio](#)

Kickass Customs — Independent web design and development project built with HTML, CSS, and JavaScript. [Portfolio](#)