

Kinjal Gawaskar

User Experience Designer



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Portfolio: www.kinjalgawaskar.com | [GitHub](#) | [Linkedin](#) | [Behance](#)

(all underlined items are clickable links)

I'm a Product Designer/ UX with **7+ years of experience** in digital product design and over 9 years in creative and brand design. With a multicultural background, I bring a unique, inclusive, and accessible approach to design. I specialize in UX/UI, user research, usability testing, wireframing, prototyping, design systems, and agile product development—from ideation to launch. I'm passionate about creating user-centered solutions and dream of one day starting my own dog shelter as a devoted animal rescuer and dog lover.

SKILLS

UX/UI Design, Wireframing, Prototyping, Interaction And Service Design, User Research, Persona Development, Motion Graphics, Accessibility Design, Usability Testing, A/B Testing, Responsive Design, Visual Design, Digital Design, Creative Coding, E-Commerce, User Flows, UX Writing, Stakeholder Management, Communication, Presentation, Time Management, Adaptability, Product Strategy, And Data-Driven Design

TOOLS & SOFTWARE

Figma, Adobe XD, Balsamiq, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), InVision, Sketch, Zeplin, Miro, JIRA, MS Visio, WordPress, Webflow, GitHub, Visual Studio Code, Google Analytics, HTML5, CSS, JavaScript, Microsoft Suite, Component Libraries (Angular & D3.js), and Design Toolkits

FRAMEWORKS AND METHODOLOGIES

WCAG, Scaled Agile Framework (SAFe), Agile, Human-Computer Interaction (HCI), Design Thinking, Prompt Engineering, Customer Journey Mapping, Heuristic Evaluation, Empathy Mapping, Design Sprints, Behavioral Psychology, OKRs, and KPIs

EXPERIENCE

User Experience Designer, Nov 2023 - Present, **Bank of New York** via [Virtusa Corporation](#), New York City

At BNY, I worked on UX design for the Online Banking department's Treasury Services and Digital Payments team. My responsibilities included creating intuitive API systems, dashboards, responsive WCAG-friendly web experiences, and print-ready reports. I also contributed to the internal design system, developing components at the atomic and molecular level to ensure brand consistency, inclusive visual language, and accessible designs. My work included designing data visualizations for large fiscal datasets, developing interactive dashboards, optimizing UX flows, and creating dev-ready UI prototypes in Figma. I also contributed to the AI Hub project, focusing on integrating artificial intelligence into digital financial experiences. This included working on Eliza, a generative AI agent, and integrating it as a chatbot with a review and rating feature into BNY's digital presence and the treasury marketplace API platforms. During design sprints, I helped identify the most viable product (MVP) and bridged the gap between the design process and project deadlines. Furthermore, I conducted user research, usability testing, and developed key UX artifacts like journey maps, empathy maps, user personas, and heuristic reports. Collaborating with cross-functional teams and stakeholders across business, finance, and technology, I managed JIRA workflows, aligned designs with OKRs, measured KPIs, and supported Agile processes. As a team player, I also helped onboard new colleagues, assisted senior management in creating presentations for quarterly reviews, and engaged in company culture initiatives such as the 2024 Wall Street Run & Heart Walk.

BNY non-NDA Project Links:

[Treasury & Payment Services API](#)

Other Confidential Projects:

Details on other work can be shared during an interview due to NDA restrictions.

Experience Designer, July 2023 - November 2023, **Nasha Austin**, Austin, Texas

Oversaw the creative department at Nasha TX Restaurant, focusing on a broad range of responsibilities that included developing the brand identity, designing the website and enhancing the online user experience, and managing social media presence. Additionally, handled print production management for various materials such as t-shirts, signage, magazines, books, menus, etc. Tasked with digital marketing efforts, creation of promotional materials, design of packaging, uniforms, and the restaurant's interior. Also coordinated photography and videography to visually capture the essence of Nasha TX.

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Digital User Experience Designer, Mar 2021 - Jul 2022, Cloudme Digital Agency, Manama, Bahrain

Led a dynamic Creative Department overseeing a portfolio of 30+ clients. Skilled in Adobe XD and Figma for web design, I conducted user interviews, interviews, developed personas, and crafted comprehensive design systems. My specialization lies in producing low, mid, and high-fidelity web and app designs, with a particular focus on responsive design using platforms like WordPress and Shopify. Notably, I achieved a remarkable 277% increase in ROI for Cloudme through strategic initiatives. Beyond design, my expertise extends to branding, digital marketing, research, and copywriting, enabling me to deliver comprehensive solutions that drive results and exceed expectations.

Brand Designer, Aug 2019 - Mar 2021, Devji Aurum, Manama, Bahrain

As a vital member of the Design & Marketing Team, I oversaw a spectrum of responsibilities including web design revamp, brand strategy development, social media management, photography, videography, and motion graphics creation. My role extended to conducting in-depth user research and trend analysis, which informed the creation of compelling copy for various collateral, blogs, articles, and marketing materials. Recognized as the Best Team Player, I consistently contributed to the team's success by leveraging my diverse skill set to drive impactful results.

Graphic Design Intern, Jan 2019 - May 2019, DDB Mudra Group, Mumbai, India

Communication Design Intern, Jun 2018 - Jul 2018, MullenLowe MENA, Manama, Bahrain

Graphic Design Volunteer, Jun 2017 - Mar 2018, TEDx Chennai, Chennai, India

PROJECTS

- Karo: Acclaimed Altruistic App based in NYC
Responsibilities: UI/UX and Product Design | Tools: Figma, Adobe Creative Suite | Activities: User Research
- Amazon Explore: New Feature for Amazon Prime Video
Responsibilities: UI/UX Design | Tools: Figma, Adobe Creative Suite | Activities: User Research
- EduNexus: Virtual Tutoring Platform Revamp
Responsibilities: UI/UX Design | Tools: Figma, Adobe Creative Suite | Activities: User Research
- Kickass Customs: Web Development & Design Technologies: HTML, CSS, JavaScript
- Bahrain Jewelry Center (BJC): Website Revamp & Design
Responsibilities: Website Design and UX Research | Tools: Figma, Adobe Creative Suite | Activities: User Research
- Bahrain Lubricants: Website Design & Development
Responsibilities: UI/UX Design and Wordpress Development

EDUCATION

Master's Degree - Communication Design (UI/UX) | Aug 2022 - May 2023 | Parsons School of Design, NYC

Bachelor of Design - Communication Design | Jun 2015 - Mar 2019 | NIFT India, Chennai, India

Bachelor of Arts (B.A.) - Psychology | Mar 2019 - May 2027 (Expected) | University of Mumbai, Mumbai, India

PUBLISHED & ACCLAIMED WORK

Karo: An Intuitive Volunteering & Altruism App

Framework 102 - Printed Matter, Inc.

LICENSES & CERTIFICATIONS

Google Digital Marketing Certification 2021 | Google - NLZ M4G A4Q

Google UX Design Certification

VOLUNTEER

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