

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

Halftone Digital

Part-Time Design Contractor

April 2026 – Present

Remote

- Translated research briefs into sketches and wireframes for medical technology products used by clinical practitioners.
- Built animated, interactive prototypes in Figma and Lovable to communicate interaction flows to engineering teams.
- Designed for mid-test usability, ensuring interfaces were intuitive and non-distracting in high-focus clinical environments.
- Iterated on designs across multiple med-tech projects based on technical constraints and stakeholder feedback.

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.

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.

AWARDS/CERTIFICATIONS

Ribbit

Purdue Innovation and Design Challenge- Third Place

April 2026

West Lafayette, IN

- Designed a gamified speech therapy app to improve engagement and consistency for children with communication disorders.
- Conducted ethnographic research on speech therapy methods, pain points, and user reflection, identifying key gaps in motivation and early intervention.
- Developed interactive prototypes with voice-based exercises and real-time feedback to simulate therapy sessions using Vercel.
- Presented final solution to judges, earning 3rd place for novelty within the field of speech pathology.

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.