



Kavya Basu

UX & Product Designer

 kavyabasu.com

 basu.kavs@gmail.com

 (425) 894-4574

EXPERIENCE

UCLA Health / Lead UX Designer

Sept 2020 - Present | (Remote) Los Angeles, CA

- Led design of multiple NIH websites aimed at promoting diversity in biomedical workforce. Overhauled organization's branding, visual design, and crafted multiple iterations of wireframes from low to high fidelity.
- Created new information architecture and defined content strategy to increase engagement in a diverse audience base. Conducted research through Google analytics, stakeholder analysis, and user interviews.
- Closely collaborated with marketing and engineering teams. Facilitated developer handoff of responsive website design with assets.

Microsoft / UX Design Intern

Feb 2020 - May 2020 | Bellevue, WA

- Collaborated with PM and engineer to develop desktop based onboarding experience for AirSim, an AI simulation tool. Gathered user requirements, designed an intuitive workflow for engineers to configure software.
- Led concept development and visual design for high fidelity wireframes and interactive prototypes, in compliance with Fluent design system.

ProHealth Lab / UX Designer & Researcher

June 2019 - Present | Bloomington, IN

- Led participatory design workshops and conducted 27 interviews with remote family members to design technology to facilitate healthy eating practices.
- Performed qualitative analysis of interview data using affinity diagramming, competitive analysis, and brainstormed design concepts for health sharing technologies. Resulting paper was accepted to CSCW 2020.

Microsoft / Data Analyst

May - Aug 2013 | Issaquah, WA

- Gathered user needs regarding enterprise software usage. Presented findings to team on a weekly basis and developed skills in corporate group dynamics.

SELECTED PROJECTS

Eskenazi Museum AR App / UX Designer

Feb 2020 - April 2020 | Bloomington, IN

- Developed an Augmented Reality mobile app to view 3D reconstructions of Ancient Greek bronze vessels. App was selected to be part of museum's online collections.
- Conducted contextual inquiry and interviews with museum visitors. Created storyboards, wireframes, and interactive prototypes using AR platform, Zapworks.

Salesforce Marketing Cloud / UX Designer

Sept 2019 - Dec 2019 | Bloomington, IN

- Conducted interviews and prototype testing with marketers to design an AI-powered enterprise product for campaign building.
- Wrote an R data mining script to analyze 110 tweets mentioning SMC and extracted insights for data driven UX design.

SafeHouse / UX Designer

Jan 2019 - April 2019 | Bloomington, IN

- Designed information architecture, a responsive interface, and user flow for SafeHouse, a mobile application for privacy and security management.
- Conducted user interviews, competitive analysis, and design workshops. Created high fidelity mockups and ran usability testing of interactive prototypes.

ACHIEVEMENTS

Paper published at CSCW 2020, a premier HCI conference: Changing Roles and Contexts: Symbolic Interactionism in the Sharing of Food and Eating Practices between Remote, Intergenerational Family Members

EDUCATION

Indiana University Bloomington

MS in Human-Computer Interaction
Design

2018 - 2020 | Bloomington, IN

Reed College

BA in Neuroscience

2012 - 2016 | Portland, OR

SKILLS

DESIGN

Co-Design
Info. Architecture
Wireframing
Prototyping
Storyboarding
Interaction Design
Visual Design
User Flows

RESEARCH

Usability Testing
User Interview
Contextual Inquiry
Competitive Analysis
Survey
Statistical Analysis
A/B Testing
Card Sorting

TOOLS

DESIGN

Figma
Sketch
XD
Photoshop
InDesign
InVision
Illustrator
Premiere Pro

PROGRAMMING

R
HTML/CSS
Arduino

AR/VR/3D

Zapworks
ZBrush
Blender