

KAVITA YADAV

kavyacanvas@gmail.com | +91-9670605924 | [linkedin.com/in/kavitayadav](https://www.linkedin.com/in/kavitayadav) | kycanvas.framer.website | Gurugram, India

SUMMARY

Product & UX Designer with 2+ years of end-to-end design experience across B2C mobile and web products in ed-tech, SaaS, and consumer domains. Proficient in user research, interaction design, design systems, and cross-functional collaboration with product and engineering teams. Demonstrated track record of shipping measurable improvements to user flows, conversion, and retention. SIH 2024 Winner. B.Tech CSE Graduate 2026.

EXPERIENCE

Product Designer | Aumraa

Mar 2026 – May 2026 | Gurugram, India

- Designed the end-to-end onboarding flow for a B2C spiritual companion mobile app from concept to pixel-accurate handoff, collaborating with PMs and engineers in bi-weekly design reviews.
- Ensured full alignment with accessibility standards (WCAG 2.1) and maintained design consistency across platforms.

Product Intern | BrandContext

Oct 2025 – Feb 2026 | Remote

- Partnered with product and engineering across 3 feature cycles, translating product requirements into wireframes and interactive prototypes using Figma.
- Participated in design critiques and iterated on designs based on stakeholder and user feedback, maintaining alignment with the BCT UI design system.

User Experience Designer | Clean 4 Wheels

Jan 2025 – Jun 2025 | Delhi, India

- Redesigned the end-to-end booking flow across 6 screens, simplifying a 9-step process to 5 steps, reducing task turnaround time by 40%, and cutting booking-related support queries.
- Built and documented a scalable design system in Figma covering typography, color tokens, and reusable components, enabling faster iteration and consistent UI across a multi-role web platform (customer, washer, admin).

Designer | Software Incubator (SDC-SI)

Nov 2023 – Mar 2026 | Ghaziabad, India

- Designed and shipped digital products in an incubator environment, collaborating across cross-functional student and faculty teams.

PROJECTS

[Clean4Wheels](#) | Multi-role B2C Web Platform | [clean4wheels.com](#)

- Led full UX for a 3-role platform (customer, washer, admin); conducted competitive analysis, defined user personas, and designed 20+ screens covering booking, live tracking, and service history flows.

[Buzzr](#) | AI-Powered Classroom Quiz Platform | [buzrr.in](#)

- Designed a gamified real-time quiz experience that improved classroom participation by 30% for 1,000+ students across pilot schools.

SKILLS

- **UX & Product Design:** End-to-end product design, User Research, Interaction Design, Usability Testing, Information Architecture, Wireframing, Prototyping, Journey Mapping, Competitive Analysis, Design Audit, Heuristic Evaluation, Accessibility (WCAG), Responsive Design, Design Systems, Developer Handoff
- **Tools:** Figma, ProtoPie, Framer, Rive, Webflow, Adobe Creative Suite (XD, Illustrator, Photoshop), Miro, Maze, Notion, Jitter, Lovable
- **Collaboration & Domains:** Cross-functional teamwork with Product, Engineering, and Content; Agile/Design Sprint workflows; B2C Mobile & Web, Ed-Tech, E-commerce, SaaS, Consumer Apps

EDUCATION

- **Ajay Kumar Garg Engineering College** | Bachelor of Technology, Computer Science Engineering (Nov 2022 – Jul 2026)
- **Google UX Design Professional Certificate** | Coursera (Completed 2023)

AWARDS & RECOGNITION

- **SIH 2024 Winner** | Smart India Hackathon 2024, Ministry of Education, ISRO-SAC, Government of India