

Kanika Varma

UX/UI Designer

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Education

Masters of Science - User Experience Design

Wilfrid Laurier University, 2024 - Present

UX/UI Design - Bootcamp

Brainstation, Sep - Dec 2021

Bachelor of Arts - Anthropology

University of Victoria, 2015 - 2019

Skills

- Wireframing
- Prototyping
- Design System Thinking
- Cross Cultural Communication
- UX Writing
- Interaction Design
- Mac/Windows Proficiency
- Usability Testing
- Service Design/Blueprinting

Tools

- Figma
- Agile Frameworks
- Miro/FigJam
- MS Teams
- Jire/Atlassian
- Google Analytics

Research Scholarships

Centre for Asia Pacific Japan (2018)

Wrote sustainable development articles for the Asia Pacific offices.

Off the Beaten Path - Malta (2018)

participated in the ethnographic field studies. Researching the impact of identity on informal economic activities of immigrants .

Travel & Research India (2018) researched gender & violence at Snehalaya a center for women and children fleeing domestic violence.

Work Experience

Faculty Representative Graduate Student Association Sep 2024 - Current

Identify challenges students face with programs and curriculum, conduct research, and present recommendations to the GSA to better align programs with students goals.

UX/UI Designer Three Feathers Adventure Camp, March - May 2024

Developed a branding strategy and delivered design materials, including style guides, UX content, and high-fidelity wireframes. Successfully achieving the target of 10–20 sign-ups.

- Redesigned a responsive website, improving mobile user experience for 90% of visitors.
- Implemented SEO strategies that drove 89.38% of traffic through organic search.
- Created a refreshed logo and cohesive brand identity aligned with the camp's mission.
- Documented UX writing, CTA strategies, and SEO best practices for multilingual content.
- Achieved a 0.42% conversion rate within the first month post-launch, with actionable recommendations for continuous improvement based on user behavior insights.

Lead UX Designer Ursa Creative, March 2022 - November 2023

I led two projects from conception to MVP, developing wireframes, design systems, and branding strategies to ensure product consistency and usability.

SaaS reporting Software

- Used by 56 non-profits across British Columbia to report on over 7 social programs, including homelessness.
- Addressed cultural nuances in design decisions, recognizing that 40% of BC's homeless population is Indigenous.
- Collaborated closely with developers and stakeholders to bring the project from conception to MVP within 6 months.
- Interviewed 5 non-profits to gather insights, informing user-centered design decisions and achieving a 17.9% system adoption rate within the first 4 months.

Conference Planning App

- Developed a conference planning application used by over 2,000 Indigenous youth, chaperones, and staff to support event planning and participation.
- Optimized the ticket purchasing process by integrating social login options, reducing the sell-out time from 2 minutes to 18 seconds.

Academic Projects

OneCard Mobile App Wilfrid Laurier University, Sep - Dec 2024

Worked as part of a team to design a modernized digital version of the student access card (OneCard), as part of our Human Factors and Qualitative Research Methods class.

- Streamlined payment processes to reduce checkout time to under a minute.
- Interviewed over 20 users ensuring user first design insights.
- Enabled 80% of students to successfully identify and complete the primary flow on their first attempt.
- Achieved 70% accuracy in participants correctly identifying the app's functionalities and structure during mid-fi testing.