

Avyay Ravi Kashyap

User Experience Designer

✉ avyayrk@gmail.com 📍 New York 🔗 avyay.framer.ai 🌐 LinkedIn

PROFESSIONAL EXPERIENCE

Sr. UX Designer, Moody's Investor Service

09/2024 – Present
New York

- Owned end-to-end product design for Moody's first structured finance applications, defining core workflows and interaction patterns in a 0→1 enterprise environment.
- Improved product desirability from 2.4 → 3.0 (out of 5) through iterative design, validated via pre- and post-release analyst surveys.
- Led targeted clarity and interaction improvements within a critical sub-tool, reducing user errors by up to 33% in analyst workflows.
- Facilitated focused discovery and requirements workshops over two weeks, increasing technical confidence in estimations from 20% → 60% and accelerating readiness for development.
- Reduced model execution time from 25 to 3 minutes (88%) by investigating app and database architecture with engineering and designing an automated model-run feature with clear status indicators and run visibility.

UX Design Intern, GEP Worldwide

05/2023 – 12/2023
New Jersey

- Led a platform-level redesign of a sourcing product used by cost engineers and category managers, simplifying complex procurement workflows and improving overall usability.
- Designed and shipped low-code application builders and iPaaS programs, reducing internal development turnaround from weeks to hours.
- Partnered with cross-functional stakeholders to define personas and deliver wireframes, prototypes, and high-fidelity designs, validated through usability testing to align with business outcomes.

UX Design Manager, Reliance Jio

2020 – 2022
Mumbai

- Established the UX foundation for a new internal employee service portal, leading the design of 10+ core modules used across the organization.
- Led a comprehensive redesign of JioMart's consumer experience, contributing to a 42% increase in customer satisfaction through improved navigation, merchandising, and flow clarity.
- Reworked promotional and subscription experiences, driving a 156% increase in customer engagement and a 40% improvement in order completion rates.
- Designed and launched new gifting features on JioMart, generating \$450K in revenue within the first eight weeks.

UX Design Intern, Philips Innovation Campus

05/2018 – 07/2018
Bangalore

- Conceptualized a solution to detect early signs of Conduct Disorder in children through emotion sensing technologies and IoT.

EDUCATION

MS in Human Computer Interaction, Indiana University Bloomington

2022 – 2024

Dual Degree in Interaction Design, IDC School of Design, Indian Institute of Technology Bombay

2015 – 2020

SKILLS

Design

Product Strategy | 0→1 Design | Enterprise UX | Design Systems | Rapid Prototyping | Human-AI Interaction | Generative UI | Conversational Design | Data Visualization | Human-AI Interaction | Accessibility (WCAG 2.2) | Stakeholder Management

Research

Mixed-Methods Research | Generative & Evaluative Research | User Interviews | Contextual Inquiry | Usability Testing | Heuristic Evaluation | Cognitive Walkthroughs | Competitive Benchmarking | Affinity Mapping | Card Sorting | A/B Testing | Consumer Insights | Synthesis & Storytelling

Code & Tools

Figma | Figma Make | Adobe Creative Suite | ProtoPie | Framer | Webflow | Claude | Claude Code | Cursor | Lovable | v0 | ChatGPT | Midjourney | Miro | Jira | Tableau | HTML | CSS | JavaScript

AWARDS

2nd Position in Graduate Category, ACM ASSETS Student Research Competition

PUBLICATIONS

Behaviors, Problems and Strategies of Visually Impaired Persons During Meal Preparation in the Indian Context: Challenges and Opportunities for Design, The 22nd International ACM SIGACCESS Conference on Computers and Accessibility. 2020
10/2020