# Chhavi Kumar – *UI/UX Designer*

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| Greater Boston | +1 (240) 854-7913 | chhavik.ux@gmail.com | [www.chhavi-kumar.com](http://www.chhavi-kumar.com) | [www.linkedin.com/in/chhavi-k](http://www.linkedin.com/in/chhavi-k/)  UX Designer with 2 years of experience specializing in accessibility-driven design for vulnerable populations, including older adults with varying tech literacy. Skilled in qualitative & quantitative research, optimizing user flows, and designing for WCAG 2.1 compliance. Thrives in fast-paced startup environments, collaborating cross-functionally in Agile teams to develop scalable, user-centered solutions that enhance engagement and reduce friction. |
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| ExperiEnce**UI/UX Designer |** **WISE Cities**  MAY 2024 – CURRENT | Fairfax, VA  * Designed intuitive UX aligned with business needs and accessibility (WCAG 2.1). * Led end-to-end UX research and design, improving engagement by 20% through usability testing and A/B testing. * Independently conducted user research and usability testing with 10+ users, synthesizing insights to improve designs and presenting findings to cross-functional partners. * Created high-fidelity design assets and contributed to the WISE Cities design system, ensuring consistency across all platforms. * Created interactive prototypes and high-fidelity UI designs to communicate design concepts effectively and streamline developer handoff.  **UX intern |** **WISE Cities**  SEPT 2023 – MAY 2024 | Fairfax, VA  * Designed and developed three new features using user flows, wireframes, and interactive prototypes. * Collaborated with cross-functional teams to ensure seamless implementation and produced high-fidelity mockups for responsive web, mobile, and other digital interfaces. * Led comprehensive user research, including usability testing, A/B testing, surveys, and focus groups, synthesizing insights from 60+ users. * Leveraged research insights to inform design decisions and communicate findings to cross-functional partners. * Developed research-driven design artifacts including user flows, personas, journey maps) and used them in stakeholder presentations to justify design decisions and advocate for usability best practices.   **IT Helpdesk Representative | Quantiphi**  Dec 2019 – Aug 2021| Marlborough, MA     * Provided front-end user support, troubleshooting software and hardware issues for a diverse user base, improving overall user satisfaction by 60%. * Diagnosed and resolved usability challenges and accessibility concerns, ensuring a seamless digital experience for users across different technical backgrounds. |
| EducationMaster’s of Science in Human-Computer Interaction | University of Maryland | Graduation - MAY 2024Bachelor’s of Arts in Animation & Visual Narrative | Hampshire College | Graduation - MAY 2019 |
| Technical Skills & tools  * **Design:** Experience designing for accessibility (WCAG 2.1), Interaction Design, Prototyping, Visual Design, User Interface Design (UI), User Experience Design (UX), User Journey Map, Storyboarding, Wireframing, Understanding of HTML, CSS & JavaScript * **Research:** A/B Testing, Affinity Mapping, Competitive Analysis, Data Analysis, Field Study, Focus groups, Heuristic Evaluation, Market Research, Persona Development, Qualitative & Quantitative Research Methodologies, Surveys, Usability Testing, User Interviews, User testing, UX Research, * **Tools:** Adobe Creative Suite, Figma, Miro, Notion, OptimalWorkshop, Slack |