

Kaavya Samu

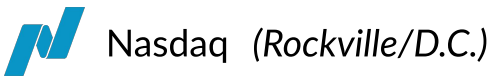
Product Designer

kaavyasamu.com
samu.kaavya@gmail.com
www.linkedin.com/in/kaavya-samu
(408) 439-9781

Work Experience

May 2021 - Present

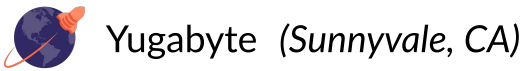
Senior Analyst - Product Design



- Lead Product Designer on redesign and iteration of legal questionnaire tool
- Research, ideate, design, test, validate and measure solutions to meet client needs and business goals while bringing in new technology and features.
- Creates navigation structures and information designs, and constructs prototypes, storyboards and mockups to effectively communicate designs to product management and development.

June 2020 - August 2020

UX Design Intern



- Designed wireframes and high-fidelity screens of the website including user success stories and product pages
- Redesigned and updated experience of the website
- Performed a competitive design and usability study of the Yugabyte website against comparable in-market offerings

June 2018 - September 2018

UX Design Intern



- Collaborated on design sprints for the shopping list and coupon features of Kroger Co. Mobile apps
- Designed and created wireframes and prototypes throughout design sprints
- Led user research and interviews to test prototypes and identify opportunities based on users for implementation

Skills

Design Skills

Interaction Design,
Prototyping,
Wireframing, Interface
Design

UX Skills

User Research, Journey
Maps, Storyboarding,
Usability Testing,
Personas

Design Tools

Sketch, Adobe
Photoshop, Adobe
Illustrator, Adobe XD,
Figma

Programming Skills

HTML, CSS, Python

Education



M.S Information (UX Design)
University of Michigan '21



B.A Psychology,
Informatics Minor
University of Washington '19