KARTIK HARISH

Product / UX Designer

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SUMMARY

Product/UX Designer focused on translating user research into measurable product outcomes, from information architecture to high-fidelity prototyping in Figma. Proven through end-to-end case studies covering AI-feature design, heuristic evaluation, and usability testing, backed by a design internship applying UX thinking to real engagement metrics. Looking to bring user-centered, data-informed design to a product team.

WORK EXPERIENCE

Graphic Design Intern | ASAR (Aug 2024 – Nov 2024)

- Applied user-centered design principles and UI design thinking to create 26 visual assets in Figma and Adobe Photoshop, increasing monthly social media reach by 40%.
- Developed and executed a cross-platform content strategy across 3 channels, improving user engagement and visibility while streamlining design workflows to save 100+ hours.
- Analyzed user engagement and performance data to iteratively refine visual design decisions, driving a 30% increase in click-through rate (CTR) through data-driven design.
- Collaborated with fellow interns to plan and produce short-form video content and a month-end performance report, aligning on creative direction and shot execution as a team.

PROJECTS

WhatsApp UPI: Group Payment Coordination | Figma

Case Study: uxkartik.netlify.app/whatsapp_upi

- Led a solo concept project: interviewed friends about their last group collection, found the real friction was coordinating payments (splitting, tracking, following up), and framed 4 success goals: discoverability, usability, retention, trust.
- Reworked the concept after 2 critique questions from a senior product designer on discoverability and trust: weighed 3 options, replaced an amount-triggered menu with an explicit "/" menu and added trust cues at confirmation, PIN and success.
- Designed 13 Android screens (360px) in Figma across a 6-step flow, reusing WhatsApp's existing Split Expense flow and adding a group card with Paid/Pending status, a Remind action and a Pay using option; defined 4 metrics to measure success.

Cadence: AI-Powered Team Management Dashboard | Figma (2-Day Design Sprint)

Case Study: uxkartik.netlify.app/cadence_case_study

- Took an AI-powered team management dashboard from brief to fully interactive prototype in 2 days, designing 2 core screens (Home and Analytics) end-to-end: user research, information architecture, and high-fidelity prototyping in Figma.
- Identified 1 unscoped gap beyond the original brief: the AI Daily Digest surfaced problems but didn't help resolve them. Independently designed an additional AI Recommended Action feature that proposes a specific fix and asks for confirmation before acting.
- Coded every card and transition across 3 interaction states (hover, press, animated) into a fully working prototype, going beyond a static comp to a functioning product demo.

EDUCATION

Bachelor of Science (Honors) in Mathematics | Atma Ram Sanatan Dharma College, Delhi University (Nov 2022 - Aug 2025)
CBSE Class XII (Commerce) | Govt. Sarvodaya Bal Vidyalaya No. 2, Tilak Nagar (2022)

CERTIFICATIONS

- Digital Skills: User Experience, Accenture (Feb 2026) | View Certificate
- UX Design Introduction Job Simulation, Lloyds Banking Group via Forage (Mar 2026) | View Certificate
- UX Design Advanced Job Simulation, Lloyds Banking Group via Forage (Mar 2026) | View Certificate

CORE SKILLS & TOOLS

Skills: User Research, User-Centered Design, Information Architecture, User Flows, Journey Mapping, Low-to-High Fidelity Wireframing, Rapid Prototyping, Usability Testing, A/B Testing, Interaction Design, Heuristic Evaluation, Competitive Analysis, Design Systems, Component Libraries, Design Rationale, Conversion Optimization, Double Diamond Methodology, Cross-Functional Collaboration, Stakeholder Communication, Accessibility (WCAG), Visual Design, Responsive Design, Mobile UX, Design Thinking, AI Workflow.
Tools: Figma, FigJam, Adobe XD, Framer, UserTesting, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Inkscape, Canva, Photopea.
AI Tools: Claude, ChatGPT, Figma AI, Gemini, and AI Design Plugins.