



KRUPA KAPADIA

UX / UI DESIGNER

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EDUCATION

Masters of Science in User Experience Design

Arizona State University

2022-2024

Bachelors in Architecture

Sardar Patel University

2016-2021

OTHER PROJECTS

TripCraft

January - February 2023

- Conducted competitive analysis and user surveys with 30+ participants and designed and tested 13 high-fidelity wireframes, increasing satisfaction by 80%.

PDC

November 2022 - May 2024

- Solved 75% of usability pain points via heuristic evaluation and testing and improved navigation and user flows through personas, user stories, and research.

Professional Summary

Creative and data-driven UX/UI Designer with a strong foundation in user research, interaction design, and product development. Experienced in leading cross-functional teams, prototyping immersive experiences, and solving usability challenges. Adept at creating seamless digital interfaces through iterative design, storytelling, and analytics. Proven track record of improving user retention and task success through strategic design execution. Proficient in tools like Figma, Adobe XD, Blender, and React, with a passion for building intuitive, inclusive, and engaging digital experiences.

Skills

- **User Research:** Conducted comprehensive user interviews, surveys, and usability testing to uncover key user behaviors and needs. Translated insights into actionable design strategies that improved product relevance and usability.
- **UX/UI Design:** Designed intuitive, user-centered interfaces with a focus on interaction design, visual hierarchy, and accessibility. Applied human-centered design principles to enhance user engagement and satisfaction.
- **Information Architecture:** Organized complex content structures through site mapping and user flow development, streamlining navigation and improving discoverability across digital platforms.
- **Design Strategy:** Led the planning and execution of UX strategies for both web and mobile platforms, aligning design decisions with business goals and user expectations.
- **Prototyping & Wireframing:** Developed low- to high-fidelity wireframes and interactive prototypes using Figma and Sketch. Utilized these tools to communicate design intent and gather stakeholder feedback efficiently.

Professional Experience

March 2025 - Present

Advent Trinity Marketing Agency | Arlington, Texas

UX/UI Designer

- **User-Centered Design:** Developed intuitive and visually engaging digital interfaces that enhanced user interaction, leading to a 20% increase in user satisfaction metrics.
- **Collaborative Development:** Collaborated with cross-functional teams to synchronize design objectives with business goals, facilitating seamless user experiences.



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TECHNICAL SKILLS

Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe XD
Axure
Balsamiq
Blender
Figma
Flinto
Framer
HTML & CSS
Invision
React
Shopify
Sketch
Visual Studio
Zeplin

- **Data-Driven Improvements:** Performed usability testing and evaluated user feedback to enhance designs, resulting in a 15% decrease in bounce rates and improved platform efficiency.
- **Prototyping & Wireframing:** Created interactive prototypes and wireframes using tools like Figma to speed up project timelines and secure stakeholder approvals.
- **Responsive Design:** Provided versatile digital experiences across various devices, ensuring consistent functionality and appearance on mobile, tablet, and desktop platforms.

Key Contributions

- Nuvioo
 - **Nuvioo CRM System:** Developed and executed digital campaigns to showcase Nuvioo's features, boosting lead generation and accelerating software adoption.
 - **Product Marketing and Outreach:** Designed and managed digital advertising campaigns to educate potential customers about Nuvioo's features, driving increased lead generation and software adoption.

Jul 2024 - Dec 2024 Opalink | Orlando, Florida (Remote Position) UX/UI Designer

- Led the UX strategy and redesign for a B2C app and website, increasing projected revenue by 25%.
- Streamlined user journeys, reducing screen count by 40% and improving task completion rates.
- Collaborated with stakeholders using Figma and Asana within Agile workflows.
- Presented design updates to executives and clients, improving engagement and alignment.

Nov 2022 - May 2024 Meteor Studio | Arizona State University | Tempe, Arizona Lead XR Designer & XR Designer

- Directed a team of 5 in building 7 immersive VR learning experiences, incorporating storytelling, 3D modeling, and animation.
- Coordinated interdepartmental collaboration through Jira, Trello, and Slack.
- Created VR experiences that boosted student A-grade probability by 70%.
- Prototyped accessible and interactive UI panels to improve usability and engagement.
- Promoted to Lead Designer based on high-impact contributions and iterative development expertise.