

Yashwanth Karthikeyan

UX Designer

Jersey City, NJ | +1 (785) 317 7896 | ykarthikeyan516@gmail.com | [LinkedIn](#) | <https://www.yashkdesigns.com/>

SUMMARY

- UX Designer with 4 years of hands-on experience specializing in user research, wireframing, prototyping, and usability testing to create intuitive and user-centric digital experiences.
- Proficiency in user research methodologies including user interviews, surveys, usability testing, A/B testing, diary studies, and field studies, ensuring data-driven design decisions.
- Well-versed in wireframing and prototyping using Figma, Adobe XD, and Balsamiq, facilitating seamless collaboration with developers and stakeholders.
- Proficient in front-end technologies like HTML5, CSS3, JavaScript, and Bootstrap, ensuring design feasibility and responsiveness.
- Experienced in collaboration tools such as Jira, Confluence, Slack, Trello, Teams, Miro, and Fig Jam, streamlining communication in cross-functional teams.
- Presented research findings and design solutions at the (SOURCE 2024) Symposium of University Research & Creative Expression.

SKILLS

User Research: User Interviews, Surveys, Usability Testing, A/B Testing, Diary Study, Field Study, Focus Groups, Competitive Analysis, Heuristic Evaluation, User Personas, User Flows, User Testing, GAP Analysis, Analyze Data

Design: Wireframing, Prototyping, Figma, Adobe XD, Balsamiq Visual Design, Information Architecture, User Journey Mapping, Storyboarding, Ideation, Unity, Lenstudio, Dovetail, Visily, Clueify, Prototipe

Front-End Basics: HTML5, CSS3, JavaScript, Bootstrap, Vue.js, React.js

Accessibility & Standards: WCAG, Responsive Design, Material UI, Human Interface Guidelines

Collaboration Tools: Jira, Confluence, Slack, Trello, Teams, Miro, Fig Jam

Analytics & Optimization: Google Analytics, Heatmaps, Conversion Rate Optimization (CRO)

EXPERIENCE

Horizon Labs | Lead UI/UX Designer

Sep 2024 – March 2025

- Horizon Labs is a startup incubator focused on scaling AI-enabled startups currently working for healthcare.
- As a UX/UI Team Lead, design by gathering product requirements, with ability to prioritize, making decisions, and cross-functional collaboration to ensure seamless project execution.
- Rapid prototyping 25+ high-fidelity prototypes following brand guidelines for responsive design for web and mobile platforms, leveraging data-driven insights to enhance usability by 25% and reduce development cycles by 30% for users, doctors and admin.

TAP'N | UX Designer/Researcher (CONVERSATIONAL AI)

Oct 2024 - Present

- Tap'n is a product development company where it connects people to what's going on in their neighborhoods and helps you discover deals, happy hours, and local events in your zip code.
- Focused on AI-driven customer service solutions as a Conversational AI UX Researcher, refining prompts based on possible conversation flows. Collaborated with prompt engineers to enhance automation, ensuring more natural and effective AI interactions.
- Conducted 20+ qualitative and quantitative research studies on human conversational behaviors for AI-driven dialogue systems.

New York Tech | UX Researcher - Graduate Assistant

Feb 2024 - Dec 2024

- Conduct research on UX/UI design AI tools, leading to a 7-week workshop and hands-on sessions teaching students, to understand the difference between AI for UX and AI in UX; Introduced AR/VR technologies to enhance design workflows.
- Played a pivotal role as a Board Member of the UX/UI Innovators Club, initiating strategic partnerships that increased club membership by 30% and event attendance by 40%.

Mindtree, India | UX Designer

Jan 2021 - Jul 2023

- Conducted user interviews, surveys, usability testing, A/B testing, diary studies, and field studies to gather insights, improving user experience and engagement by 30%.
- Designed and developed wireframes and interactive prototypes using Figma and Adobe XD, streamlining the design process and improving stakeholder collaboration.
- Led visual design and information architecture initiatives, improving user satisfaction by 35% through intuitive and user-centric interface designs.
- Implemented responsive design principles and WCAG accessibility standards, achieving 100% compliance and expanding accessibility for 20% more users.

EDUCATION

MA. UX/UI Design and Development | New York Institute of Technology GPA: 3.93

Dec 2024

BE. Computer Science Engineering | Saveetha School of Engineering CGPA: 8.59

Jun 2023