

Kinjal* Gawaskar

UX & PRODUCT DESIGNER · USER
RESEARCH, DESIGN SYSTEMS &
AI EXPERIENCES

Digital products shaped by research, built on
solid systems, measured by results.

+1 848 433 2566 · New Jersey / NYC

kinjalgavaskar@gmail.com

kinjalgawaskar.com

[LinkedIn](#) [GitHub](#) [Behance](#)

UX and product designer with **6+ years** designing web and mobile products, from early discovery to shipped features. I work end to end: user research, information architecture, user flows, wireframes, interactive prototypes, and high-fidelity UI. Research drives my decisions, through user interviews, usability testing, card sorting, and A/B testing. I build and scale design systems in Figma with tokens, components, and variants, design to WCAG 2.2 accessibility standards, and partner closely with product managers and engineers through launch. I also design AI-powered features and use AI tools to explore ideas and prototype faster. I measure success by outcomes like conversion, task completion, and usability scores. Portfolio: kinjalgawaskar.com.

01 EXPERTISE

UX RESEARCH & DESIGN

User research · user interviews, usability testing, card sorting, tree testing · personas and journey mapping · information architecture · user flows · wireframing and prototyping · interaction design · UI and visual design · responsive web and mobile app design.

PRODUCT & SYSTEMS

End-to-end product design · design systems, tokens, and component libraries · accessibility (WCAG 2.2) · AI-powered UX and generative AI features · A/B testing and data-informed design · design thinking · Agile collaboration with PM and engineering · developer handoff.

TOOLS

Figma (expert — variables, auto layout, Dev Mode, prototyping), FigJam, ProtoPie, Framer, Maze, Dovetail, UserTesting, Hotjar, Amplitude, Miro, Jira, Adobe Creative Cloud, ChatGPT, Claude, HTML and CSS.

02 EXPERIENCE

2025 — 2026

Product + UX Designer [iCreditWorks](#) via [Compunnel](#) · New Jersey

- Owned end-to-end product design for a web platform used by consumers, business partners, and internal teams, from research to launch.
- Redesigned a multi-step application flow with AI-assisted guidance, simplifying decisions and improving task completion.
- Ran user interviews and usability tests, synthesized findings into insights, and cut the steps that caused drop-off.
- Rebuilt the Figma design system with tokens, components, and variants, giving design and engineering one source of truth.

2023 — 2025

UX Designer & Researcher [BNY](#) via [Virtusa](#) · New York City

- Led UX for complex enterprise web platforms used by thousands of people across teams and regions.

- Used card sorting and tree testing to restructure navigation and information architecture, then validated it with usability testing.
- Designed dashboards and data-heavy workflows that made complex information easy to scan and act on.
- Designed to WCAG 2.2 and presented design rationale to product, engineering, and business stakeholders.

2023

Digital Experience Designer [Nasha · Austin, Texas](#)

- Redesigned information architecture, navigation, and the booking flow, with polished UI across desktop and mobile.
- Ran usability reviews and improved discoverability through SEO-friendly content structure.

2021 – 2022

UX Designer [Cloudme Digital Agency · Manama, Bahrain](#)

- Designed and shipped 30+ web platforms, including admin dashboards and order management, delivering **80% ROI growth**.
- Built reusable component libraries and used analytics and A/B tests to find and fix drop-off.

2017 – 2021

Brand & UX Designer · Devji Aurum, Bahrain

2019 – 2021

Graphic Design Intern · DDB Mudra Group, Mumbai

2019

Communication Design Intern · MullenLowe MENA, Bahrain

2018

03 SELECTED WORK

[BNY — Digital Payments](#)

Enterprise workflows · complex approvals

[BNY Mellon — Verizon Wireless Dashboard](#)

Enterprise dashboard · tables & data-heavy UI

[iCreditWorks — Henry Schein Financing](#)

End-to-end product flow · shipped

[Full portfolio](#)

Case studies across web & mobile

04 EDUCATION

2022 – 23

Master's Degree, Digital Communication Design

Parsons School of Design, The New School, NYC

2015 – 19

Bachelor's Degree, Communication Design

NIFT, Chennai, India

2019 –

BA, Psychology

University of Mumbai, India

05 CERTIFICATIONS

Google AI Essentials, 2026 10UMT1KFJ3CF

Google UX Design Certificate

Google Digital Marketing, 2021

Co-founder & rescuer, Bahrain Stray Animal Welfare — 2021 to present.