

Kavya Ray

User Experience Designer

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kavyaray.com

Strategic Experience Designer with a focus on Systems Thinking and User Research. Experienced in delivering data-driven solutions for global brands like Porsche, UBS, and Lowe's.

PROJECT EXPERIENCE

UX Design Lead

SCADpro × FIFA World Cup

January — March 2026

Atlanta, GA

- Concepting a comprehensive physical and digital wayfinding system for the 2026 FIFA World Cup in Atlanta to navigate 1M+ expected visitors across key transit hubs and stadium zones.
- Developing design frameworks for multi-lingual and accessible signage systems, ensuring a seamless experience for a diverse, global demographic.

UX Designer

SCADpro × UBS (Union Bank of Switzerland)

June — August 2025

Lacoste, France

- Collaborated with cross-functional teams including project managers, researchers, designers, and mentors to redesign the digital banking experience for Swiss Gen Z users.
- Designed intuitive and accessible UX solutions following WCAG 2.1 accessibility standards to enhance user trust and engagement through future-focused interface design and user-centered methodologies.
- Researched and prototyped AI-driven financial tools utilizing adaptive design principles to create personalized, user-centered banking experiences.

UX Researcher

SCADpro × Lowes

March — June 2025

Atlanta, GA

- Partnered with retail stakeholders to redesign the Garden Center experience for a national retailer, improving wayfinding systems and reducing customer navigation time by 30% while enhancing employee workflows at checkout and on the sales floor.
- Executed contextual inquiries and usability benchmarking with 70+ stakeholders, leveraging behavioral data to drive design decisions that boosted satisfaction scores by 25%.

Lead Systems & UX Designer

SCADpro × Porsche

March — June 2025

Atlanta, GA

- Architected complex information systems for complex car dashboard data, ensuring low-latency user feedback loops across mobile and in-car interfaces.
- Engineered a scalable design system that unified in-car and mobile interaction patterns, reducing design debt by 40% and significantly accelerating engineering hand-off.
- Orchestrated cross-functional collaboration between design, engineering, and product teams to deliver high-fidelity prototypes on schedule, maintaining a seamless user-centered experience.

Project Manager

Amore Pacific Brand Challenge

May — August 2025

Atlanta, GA

- Spearheaded the strategic US market entry for Aestura, conceptualizing an omni-channel experience projected to engage over 500,000 consumers within the first year.
- Designed a multi-touchpoint brand ecosystem, integrating pop-up retail, social media strategy (TikTok/Instagram), and e-commerce platforms targeted specifically at Gen Z and Millennial demographics.
- Formulated and presented a comprehensive 12-month launch roadmap to executive stakeholders, encompassing competitive market analysis, financial modeling, and strategic brand positioning.

LEADERSHIP & INVOLVEMENT

CO-President | FLUX Atlanta

Savannah College of Art and Design (SCAD)

Fall 2023

Atlanta, GA

- Grew membership by 40% through targeted outreach in-person and on social media, with execution of 10+ industry-led workshops and networking events featuring professionals from top-tier tech firms.
- Facilitated partnership opportunities between students and industry leaders, bridging the gap between academic theory and professional UX practice.

UX/ID Campus Ambassador

Fall 2025

Savannah College of Art and Design (SCAD)

Atlanta, GA

- Advocated for the UX design curriculum by leading tours, participating in panel discussions, and demonstrating the impact of human-centered design to a diverse audience.

EDUCATION

B.F.A., User Experience (UX) Design

Expected Fall 2026

Savannah College of Art and Design (SCAD)

Atlanta, GA

- Maintained placement on the Dean's Honor List for three consecutive years (2023–2026).
- Activities & societies: CO-President of FLUX Atlanta (Future Leaders of UX Design), UX/ID Campus Ambassador.

SKILLS

Technical: UI/UX Design, UX Research, Usability Testing, 3D Modeling, Interface Design, Wireframing, Prototyping, Accessibility (WCAG 2.2), Marketing, Strategy, AI Prompting, Information Architecture, Design Systems, User Flows, User Journey Maps, Heuristic Evaluation, HTML/CSS.

Software: Figma, Maze, Framer, Miro, Notion, Adobe Creative Cloud, Rhino, Keyshot, Microsoft 365, Google Suite, Jira, Linear, Midjourney, ChatGPT, Claude.

Soft: User Advocacy, Cross-Functional Leadership, Problem Solving, Stakeholder Management, Communication, Design Advocacy, Presentation Delivery, Rapid Prototyping.