

Kavya Ray

UX Designer · Experience Designer · UX Researcher

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SUMMARY

UX designer and researcher graduating from SCAD in November 2026, with experience across digital products, services, and physical experiences. Collaborated with UBS, Porsche, FIFA, and Autodesk on projects spanning research, strategy, and design. Brings a systems-thinking approach to solving complex problems and creating intuitive, human-centered experiences.

SKILLS

Design & Research UX Design, Experiential Design, Wayfinding, UX Research, Usability Testing, Interaction Design, Wireframing, Prototyping, Journey Mapping, Information Architecture, Design Systems, Accessibility (WCAG)

Tools Figma, Miro, Framer, Adobe Creative Suite, Shopify, Notion, Jira, Linear, HTML/CSS

AI & Prototyping Cursor, Claude Code, Figma Make, v0, Claude, ChatGPT

PROJECT EXPERIENCE

FIFA World Cup & Atlanta Metro Chamber × SCADpro · Atlanta, GA

Jan 2026 – Mar 2026

UX Design Lead — FIFA World Cup 2026 City Wayfinding

- Designed a pedestrian wayfinding system for FIFA World Cup 2026 in Atlanta, with 1M+ international visitors expected.
- Developed signage placement strategies informed by pedestrian movement, transit connections, and accessibility needs.
- Facilitated sessions with city agencies and multidisciplinary teams to turn accessibility and business goals into one plan.

UBS (Union Bank of Switzerland) × SCADpro · Lacoste, France

Jun 2025 – Aug 2025

UX Researcher & Designer — Gen Z Website Redesign & AI Education Platform

- Redesigned UBS's website for Gen Z and recommended North Star product strategy with cross-functional stakeholders.
- Synthesized insights from 70+ surveys and 40+ interviews to identify Gen Z banking barriers and inform digital experience recommendations for UBS.
- Created an AI platform concept to teach new Gen Z users financial literacy and ease the stigma of discussing money.

Porsche × SCADpro · Atlanta, GA

Mar 2025 – Jun 2025

Lead Systems & UX Designer — EV Platform

- Researched driver psychology around physical controls vs. touchscreens to inform the EV interface.
- Applied HMI and range-anxiety principles to shape the interface and carry Porsche's brand identity into EVs.
- Aligned engineering, product, and design requirements early to fit interface concepts to technical constraints.

WORK EXPERIENCE

SCAD Ask — SCAD's Internal Research Facility · Atlanta, GA

Sep 2026 – Present

Researcher — Autodesk × SCAD Platform Testing

- Conduct usability testing with students to evaluate an emerging Autodesk platform and identify improvements.
- Gather qualitative feedback through observation and interviews, documenting behaviors, challenges, and user needs.
- Synthesize findings and communicate actionable insights to the Autodesk research team.

Mahj Tile Haus · Rosemary, FL

Jun 2026 – Sep 2026

Operations Specialist Intern

- Led customer experience design across 3 product launches, shaping the look and feel of new tile sets in Shopify.
- Handled supplier handoff with 2 overseas manufacturers to preserve design intent through production.
- Built the brand's social media strategy from scratch across Instagram, TikTok, and Pinterest, with a calendar for each launch.

LEADERSHIP

FLUX Atlanta — Future Leaders of UX Design, SCAD · Atlanta, GA

Sep 2023 – Present

Co-President

- Grow one of SCAD's largest UX organizations through partnerships, programming, and operational planning.
- Organize workshops, portfolio reviews, and recruiting events with industry partners.
- Support programming that contributed to a 40%+ increase in student participation.

EDUCATION

Savannah College of Art and Design (SCAD) · Atlanta, GA

Expected Nov 2026

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

- Dean's Honor List, 2023–2026. European Product Design Award, 2026.