

KRIPA SALVAYA

Toronto, ON | 437-328-7484 | kripa_s@ymail.com
kripasalvaya.com | linkedin.com/in/kripa-salvaya

UX Designer & Researcher with 4+ years of experience, driven by passion for examining human behavior to creatively solve problems. Leverages **empathy, emotional design & visual communication** to ensure an **inclusive**, intuitive, engaging experience through a process-driven approach. With curiosity for learning and adding value, thrives on collaborating to bridge user and business needs.

PROFESSIONAL EXPERIENCE

UX & UI DESIGNER

01/2023 - 04/2024

TORONTO METROPOLITAN UNIVERSITY (TMU), TORONTO, CANADA

Digital Education Strategies at TMU provides continuing education courses and games for adult learners.

- **Led and delivered** sessions, workshops, design-led initiatives and quality assurance (QA) checks to establish design guidelines, improve visual consistency and usability, leading to a 25% increase in student satisfaction with the online learning experience.
- **Supported 150+ students** by using research insights to empathize and understand their behaviors, needs, emotions through journey mapping and design thinking to develop an intuitive interface with the flexibility and interactivity users desired.
- **Analyzed data from surveys, interviews & rounds of usability testing** to improve an educational game by synthesizing feedback, leveraging psychology, visual & inclusive design principles resulting in a 60% rise in engagement with the game.
- **Presented a design strategy** to address the problem space by leveraging user feedback, market analysis, business requirements, and platform limitations to successfully persuade and align stakeholders.
- **Proposed a data analytics plan** by developing research questions, evaluating quantitative & qualitative research methods to analyze user behavior patterns, inform improvements, enhance user interaction, and meet yearly business goals.
- **Designed layouts** to simplify complex processes through flows, diagrams and communicate concepts in a clean, concise & compelling manner to the target audience allowing for easier comprehension & reduced cognitive load.

GRADUATE TEACHING ASSISTANT

01/2022 - 05/2022

TORONTO METROPOLITAN UNIVERSITY, TORONTO, CANADA

- **Mentored, coached, and guided** 120+ students, overseeing research, instilling best practices, eliciting discussions, practicing active listening, and presenting industry trends to help them grow and mature as designers.
- **Conducted design thinking workshops**, facilitated ideation sessions, and initiated design reviews to provide constructive feedback to students, resulting in a process-driven approach in 80% of student projects.
- **Effectively multi-tasked, prioritized, and coordinated** multiple courses from 3 departments of the Creative School through a strategic and phased approach, while providing timely evaluation for 350+ assignments
- **Created multimedia content** for digital platforms using a blend of visual and interactive elements for compelling storytelling, resulting in a 40% increase in audience count and a boost in engagement.

USER EXPERIENCE DESIGN (UX) ANALYST

07/2020 - 09/2021

ACCENTURE, PUNE, INDIA

Accenture is a global professional services company that provides clients with strategy, consulting, digital, and technological services.

- **Designed wireframes, low-fidelity** mock-ups, **high-fidelity interactive prototypes**; iterated those designs based on feedback & questionnaires while making cases for designs to developers and performed QAs for timely delivery & client satisfaction.
- **Created and maintained style guides, design system**, and a library of reusable UI elements for the project in Figma & Adobe XD to enhance design consistency and minimize duplication of efforts within the team.
- **Utilized data visualization, visual design, typography, inclusive** and interaction design principles with close attention to detail to develop digital products that aligned with brand style guidelines and usability standards.
- **Strategically elevated the user experience & interface** of desktop micro-sites for 10+ clients by evaluating complex business requirements in collaboration with a cross-functional team of product owners, developers, and engineers in an agile environment.

VISUAL COMMUNICATION DESIGN INTERN

01/2019 - 08/2019

MCCANN WORLDGROUP, NEW DELHI, INDIA

McCANN is a global marketing services company that provides strategic and creative services to help its clients build their brands.

- **Conceptualized, created & iterated graphics**, visual assets & digital deliverables for 30+ marketing email templates, event collaterals, site campaigns, digital ads, brochures to resonate with the client's brand guidelines and target audience expectations.
- **Brainstormed rough drafts**, ideated concept sketches, and presented ideas based on design briefs to timely and successfully meet the business requirements of 4 clients including Walmart and Perfetti in collaboration with team members & stakeholders.

PROJECT EXPERIENCE

WRITER & CREATOR

03/2024 - Present

MOOD: MINDFUL NEWSLETTER

- **Shares knowledge** about the intersection of digital tech and psychology for meaningful impact & behavior change.
- **Advocates for mindful approach** to design for digital creators & promote conscientious use of digital platforms for digital natives.

RESEARCH THESIS, UX CASE STUDY & MOBILE APP PROTOTYPE
TORONTO METROPOLITAN UNIVERSITY

01/2022 - 08/2022

- Analyzed 2 social media platforms from a behavioral neuroscience lens and their influence on adolescents' well-being.
- Examined game principles for motivation design and health behavior change. Utilized research insights, design strategy, user map, process flows & persona to conceptualize a mobile app with gamification and 3 innovative features to solve identified problems.

RESEARCH, BRAND DEVELOPMENT & PROTOTYPE
NOTTINGHAM TRENT UNIVERSITY

11/2019 - 05/2020

- **Researched Biomimicry in Design** through discussions, **interviews** with 5 industry experts, literature review, and media study.
- Analyzed problems & insights, brainstormed solutions, and storyboards; Created 30+ **concept sketches**, explorations, and prototypes; Conducted market analysis, and user research to develop the product's packaging prototype after numerous iterations.

GRAPHIC DESIGNER
FASHION DESIGN COUNCIL OF INDIA (FDCI)

01/2019 - 03/2019

- Strategically designed merchandise to incorporate a concept store's theme while adhering to design best practices, including typography, color, layout, hierarchy, and branding guidelines to drive sales and increase revenue.

EDUCATION

MASTER OF DIGITAL MEDIA
TORONTO METROPOLITAN UNIVERSITY, TORONTO, CANADA
GPA: 4 | Specialization in User Experience Design (UX) & Gamification

09/2021 - 08/2022

BACHELOR OF COMMUNICATION DESIGN
NOTTINGHAM TRENT UNIVERSITY, NOTTINGHAM, UK
First Class Honours | Specialisation in Graphic Design

07/2016 - 05/2020

SKILLS

- UX Research, Behavioral Design, Design Thinking, Journey Mapping, Usability Testing, Data Analysis, Persona, Emotional Design
- UX Design, Visual Communication Design, UI Design, Inclusive Design, Design Strategy, Wireframing, Prototyping, Site Mapping
- **Design Tools:** Figma, Adobe Creative Suite (Adobe XD, Indesign, Illustrator, Photoshop), InVision, familiarity with HTML, CSS

RECOGNITION & CERTIFICATIONS

Speaker, Serious Play Conference 10/2023
Presented a virtual educational game's iterative design thinking journey at North America's largest dedicated games and learning conference.

Interaction Design Foundation Certifications 05/2024 - 09/2024
Earned Industry-recognized certificates in Journey Mapping & Emotional Design.

Graduate Development Award 01/2022
Received an award of \$500 for academic excellence at Toronto Metropolitan University.

Pearl Excellence Award 02/2020
Received recognition for performance in the Academic Year 2018-19 at Nottingham Trent University.