CS KAAVYA

UX/UI DESIGNER

kaavyacsofficial@gmail.com | +91 9495 985 168 | LinkedIn | cskaavyaportfolio.com

Creative designer transitioning into UX/UI design, with experience in branding, digital design, and marketing creatives across multiple industries. Skilled in building visual systems, designing user-focused digital experiences, and supporting product growth through design. Experienced with Figma, Adobe Creative Suite, branding systems, and web creatives.

CORE SKILLS

UX Research & Strategy: User flows · Information architecture · User personas · Journey mapping · Usability testing
interaction & Visual Design: Wireframing · Prototyping (low & high fidelity) · Responsive design · Design systems ·
Component libraries Tools: Figma · Adobe Creative Suite (Illustrator, Photoshop, InDesign) · BIK · AI content tools
Collaboration: Developer handoff · Cross-functional teamwork · Stakeholder communication · Agile workflows

KEY ACHIEVEMENTS

- Designed end-to-end conversational UX flows for a perfume discovery bot on BIK — structuring a guided recommendation experience that reduced unguided browsing and improved product-to-purchase clarity across the website.
- Architected the information structure and UI of an internal catalogue tool used for sales team onboarding, organizing the complete perfume range into a searchable, structured application that reduced product knowledge ramp-up time significantly.
- Runner-up, Pepper Awards — Best Brand Identity (Sacred Heart College, Kochi)

PROFESSIONAL EXPERIENCE

Make Your Own Perfume (MYOP) LLP **June 2023 - October 2025**

Senior Designer | India

- Owned end-to-end UX design for the brand's digital product touchpoints — spanning web, marketing, and retail — ensuring a consistent and user-centered experience across all channels.
- Redesigned the digital catalogue navigation architecture using structured information architecture principles, reducing friction in product discovery and enabling faster browsing across 40+ SKUs.
- Designed and implemented interactive fragrance discovery flows using conversational bots (BIK), defining user journeys, decision trees, and interaction states for a guided recommendation experience.
- Built and maintained a scalable visual design system across web, email, and social channels, ensuring brand consistency and reducing design production time through reusable component libraries.
- Explored and integrated CRM and marketing automation tools to improve customer communication workflows and support data-informed experience design decisions.
- Experimented with AI-driven content generation for marketing and brand storytelling, delivering faster creative iteration cycles for campaigns.
- Led cross-functional collaboration with marketing and operations stakeholders to align design output with product goals and business KPIs.

Valappila Communications **June 2022 - January 2023**

Graphic Designer | India

- Designed social media creatives and digital assets for multiple clients.
- Developed visual identity elements and branding systems for campaigns.
- Collaborated with marketing teams to deliver consistent visual communication across channels.

BRAND IDENTITY & CREATIVE DESIGN INTERN

Marketing Match | Jaipur **2 Months**

- Created brand identity assets and social media designs for client campaigns.
- Managed creatives for multiple client accounts simultaneously.
- Designed packaging and branding systems for cosmetic brands.
- Contributed to campaign creative direction and marketing strategy discussions.

Ayurved India | Kolkata **6 Months**

- Designed website creatives and social media visuals to support online sales.
- Built visual assets to improve product presentation and branding consistency.
- Collaborated with marketing teams to deliver campaign creatives and digital content.

CERTIFICATIONS

- **UI/UX Design Certification – Interaction Design Foundation**
- **UI/UX Certification – Udemy**

EDUCATION

Bachelor of Arts, Graphic Design & Animation

Sacred Heart College, Kochi

- Runner up for Pepper Awards for the Best Brand Identity