

Kavya Basu

Product Designer with 7+ years of experience in AI, education, and healthcare

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EXPERIENCE

edX / Product Designer

April 2021 - Present | (Remote) Chicago, IL

Led design of multiple EdTech solutions for an audience of 73 million learners, for web and mobile, at multiple breakpoints.

Xpert AI Assistant

Spearheaded the design of edX's first generative AI product, Xpert, to guide users to learning options and provide personalized career guidance. Led the design process from discovery research to user testing to launch.

Following Xpert's successful launch and adoption, led the end-to-end design of a broader AI product portfolio thereby creating cohesive AI experiences that enhanced learner support, discovery, and engagement across the platform.

Enterprise

Designed complex B2B SaaS products for subscription purchasing, budget allocation, and learner management, creating scalable administrative workflows that streamlined organizational training operations.

Marketplace

Overhauled the legacy dashboard and designed a new experience to help learners quickly jump into courses and monitor their learning progress. Leveraged learnings from various research methods, including heat map analysis and prototype testing.

Envisioned a new course onboarding experience and goal setting feature that was adopted by 86% of users and increased engagement by 2X.

Design System

Evolved Paragon Design System by crafting new components which were then used across diverse teams in the company. Spearheaded a new online documentation system for use by developers and designers.

UCLA Health / Product Designer

Aug 2020 - Apr 2021 | Los Angeles, CA

Designed multiple NIH websites aimed at promoting diversity in the biomedical workforce. Overhauled organization's branding, visual design, and crafted multiple iterations of wireframes from low to high fidelity.

Created new information architecture and defined content strategy to increase engagement in a diverse audience base. Conducted user research through Google analytics, card sorting, and user interviews.

Microsoft / UX Design Intern

Feb 2020 - May 2020 | Bellevue, WA

Collaborated with product and engineering to develop desktop based onboarding experience for users of AirSim, an AI simulation tool. Gathered user requirements, conducted usability testing, and designed an intuitive workflow for engineers to configure software.

ACHIEVEMENTS

Paper published at CSCW 2020, a premier HCI conference: Changing Roles and Contexts: Symbolic Interactionism in the Sharing of Food and Eating Practices between Remote, Intergenerational Family Members

SKILLS

Interaction Design
Info. Architecture
Wireframing
Prototyping
Visual Design
Journey Mapping
Usability Testing
User Research
Competitive Analysis
A/B Testing
Surveys

TOOLS

Figma
Claude Code
XD
Photoshop
Illustrator
InDesign
R
Blender

EDUCATION

Indiana University Bloomington

MS in Human-Computer
Interaction Design

2018-2020 | Bloomington, IN

Reed College

BA in Neuroscience

2012-2016 | Portland, OR