

KASH KASHEY - Senior UX Designer

6445 Sterling CT Gloucester, VA 23061 • (404) 226-7930 • rkashey@gmail.com • kashkashey.com • [LinkedIn](https://www.linkedin.com/in/kashkashey)

SUMMARY

Senior UX Designer with 5+ years of experience leading complex, enterprise-scale initiatives across financial services. Known for blending UX craft with product strategy to deliver measurable business outcomes, reduce operational costs, and improve customer satisfaction. Skilled at driving cross-functional alignment, designing scalable systems, and delivering high-impact digital experiences across multi-team environments.

CORE SKILLS

User experience strategy • Interaction Design • Design Systems • Enterprise UX • User Research • Information Architecture • Workflow Optimization • Cross-Functional Leadership • HTML/CSS (basic front-end development) • Prototyping & Wireframing

Tools: Figma • Jira • Adobe Creative Suite • UserTesting.com • AI (Copilot)

PROFESSIONAL EXPERIENCE

U.S. Bank — Senior UX Designer

Aug 2021 – Present

- Lead user experience for 8 scrum teams across 4 enterprise payment products, driving alignment and accelerating delivery across the portfolio.
- Designed and launched fully digital self-service flows that eliminated manual processing, reduced call-center dependency, and generated \$1.2M in operational savings within the first year.
- Created a suite of reusable, service-oriented UX components adopted across multiple bank products and external vendors, enabling platform-scale growth and reducing future development effort.
- Led UX for a new merchant payment product from discovery through delivery, reducing onboarding time and improving customer activation rates.
- Drove continuous UX refinement of Payments Insider through ongoing research and iteration, resulting in a 20% increase in CSAT and a 5% YoY increase in customer retention.
- Conducted user research including interviews, usability testing, journey mapping, user flows, and competitive analysis to inform product strategy and create data-driven design.
- Partnered with PM, engineering, and operations to align on requirements, technical constraints, and delivery sequencing, ensuring high-quality releases.
- Mentored university students and junior designers in UX principles, research methods, and design thinking.

SELECTED UX PROJECTS (EARLY CAREER)

Sunnyland Farms — UX Designer Jan 2020

- Conducted interviews, surveys, and usability testing to redesign mobile-responsive UI, resulting in a 15% reduction in technical support calls.

Shop Roam United — UX Designer Apr–May 2020

- Improved IA and mobile responsiveness; contributed to a 44% increase in web traffic and 5% sales lift over six months.

Keystone Behavioral Health — UX Designer Oct–Nov 2020

- Delivered brand new fully mobile-responsive website, increased customer inquiries and enabled business to scale and hire additional staff to meet customer demand.

OTHER PROFESSIONAL EXPERIENCE

Grady Memorial Hospital — Clinical Social Worker

- Conducted interviews, synthesized complex information, identified user needs, and developed solutions — foundational skills that directly inform user research, problem-framing, and human-centered design.

EDUCATION

General Assembly — UX Design Certificate (2019–2020)

University of Georgia — Master of Social Work (2013–2015)

Auburn University — B.A. Psychology (2009–2013)